



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 2018

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$ m)	No. of Wins
1	1	Ogilvy	Campus Shoes India, Google's Ignition Labs India, Ministry of Manpower Singapore Project, EGR Group China Project	94.3	Amway Artistry China Project	94.0	271
2	2	Publicis	Nike China, Daimler Taiwan Project, Marster Kong China Projects, Dou Yin China Project	67.1	MakeMy Trip India	66.8	140
3	3	Leo Burnett	Cathay Pacific Hong Kong, Samsung Korea RETAINED Project, Anchor Electricals India, Samsung Electronics visual display Global	66.4		66.4	198
4	4	J Walter Thompson	Swisse Australia, MeadJohnson China Project, Debenhams Australia, Ministry of Community & Information APAC	56.8	Shell Global	45.0	222
5	5	Isobar	SANA Namerakahonpo Thailand	30.9		30.9	168
6	9	Saatchi & Saatchi	Siemens Home Appliances China Project, Cathay Pacific China, Cathay Pacific Australia, Singapore,	29.2	Automotive Client	28.6	53
7	6	Dentsu	Grande Asset Thailand, Fujifilm Thailand, Easy Buy Thailand, Mandom Thailand	29.3	Uber India Project	28.0	134
8	7	McCann WorldGroup	China Merchants Bank China Project, Distell Taiwan Project, Microsoft China, Estee Lauder Japan Project	29.2	Cathay Pacific Global	27.0	202
9	8	DDB	Volkswagen New Zealand, TCS-ION India, Bestochem Pharma India, SOL Bridge Agency 18H2 Contract China	45.9	Samsung Electronics visual display Global	22.9	167
10	10	MullenLowe Group	Pharameasy India Retainer, Modern Bread India Retainer, ITC India Retainer, Electronic Products India PropertyGuru Malaysia, UEM	14.1	Macquarie University Australia	13.6	21
11	11	FCB	Sunrise Malaysia, Marriot International group Malaysia, Kimberly Clark Global	12.6	Volkswagen New Zealand	12.2	19
12	13	Digitas	Cathay Pacific Hong Kong, Huawei China China Project, Tourism New Zealand Singapore Project, Bosch China Project	11.9		11.9	44
13	14	Y&R	Puma China, Australian Unity Australia, Amart furniture Australia	15.4	BRAND'S Suntory Thailand	10.0	36
14	12	TBWA	Sheridan Australia Project, Amgen Asia, PepsiCo Beverages Australia	14.7	Firefly Electric & Lighting Corp. Philippines Project	9.3	14
15	15	Havas Worldwide	SelfWealth Australia, The National Heart Foundation Australia, Affinity Petcare Spain Project, Phoenix Pyeongchang Korea	11.7	Craveable Brands Australia	6.9	26
16	16	VML	Ignition Wealth Australia, Newell Australia, Delos Australia, Lion Australia (Digital and Technology)	6.4		6.4	32
17	17	R/GA	FIBA World Cup China, MetLife Japan, Wine Australia	5.6		5.6	6
18	18	Wieden & Kennedy	Converse Global, Marubi China	1.8		1.8	2
19	19	M&C Saatchi	Plush Australia, Jack Daniels Australia, Axiata Group Malaysia, Byton electric car China	1.2		1.2	4
20	20	Grey Group	Gudang Garam Surya(Digital) Indonesia, Generali Asia, Carlsberg's Tuborg China	5.0	Revlon Global	-1.4	4
						<b>525.1</b>	<b>1,938</b>

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 2018

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	4	MediaCom	Vivo India, Hilton Hotels & Resorts Global, Little Red Book China, Mars Global	56.2	Hong Kong Telecom Hong Kong Project	47.1	50
2	2	Mindshare	Unilever India AOR (Digital), China Sports Lottery China, CapitaLand Singapore, Mondelez ANZ & Japan	47.5	TANGS Singapore	33.1	138
3	3	Wavemaker	JALA China Planning AOR, Tempo Scan Group Indonesia, GoBear Indonesia, Mondelez India	45.2	Hong Kong Disneyland Hong Kong AOR (SEM)	27.3	113
4	1	Universal McCann	Blue AVIVA Hong Kong, Hong Kong Telecom Hong Kong Project, Nestle Australia	31.0	Cathay Pacific Global	27.1	47
5	5	PHD	Common Communication Consultants Taiwan Project, Sanyang Motor Co., Ltd Taiwan Project, Desert World at Centree	21.2	Unilever India AOR (Digital)	14.1	57
6	7	dentsu X	Coolwinks.com India	24.5	Australian Fed Gov Australia	13.6	113
7	10	Spark Foundry	Mondelez APAC, Lenovo Global, Marriott Global	13.0		13.0	12
8	6	Carat	Gov of West Australia, SonyMobile Taiwan, PearlAbyss_Black Desert Taiwan	33.5	BAM - Bangkok Commercial Asset Management Company Thailand AOR (Digital)	11.2	129
9	9	Vizeum	Perustuslaitos Project, Bertram Chemical (1982) Ltd. Thailand project, New Hampshire Insurance Company Thailand project, Mamee Double Decker Thailand	11.3		10.7	78
10	12	Havas Media	China Telecom China, Oyo Rooms India Media AOR, OYO India, Tony Bianco Australia Digital	14.4	CapitaLand Singapore	10.4	49
11	14	Initiative	Anchor Electricals India, Under Armour Australia, PTT Corporation Thailand Project, MINT (Minor International) Thailand Project MyGlam(Performics) India Digital	11.3	Hyundai Australia	8.4	55
12	11	Zenith	AOR, HDFC Life India, Huawei (Performics) China Project, Nestle Skin Health India, Contv APAC	10.6	Magicbricks India	8.2	29
13	8	OMD	Kayak Hong Kong, RuMa Malaysia Project, Singtel Singapore, Ubet Australia	16.0	Anchor Electricals India	5.9	44
14	15	WPP(Team Energy)	BP Global	3.0		3.0	1
15	13	M2M	British Motors Hong Kong, Hyundai Australia, Republic Biscuits Corp Philippines	2.8		2.8	4
16	16	Blue 449	PZ Cussons ANZ, Spark Networks Australia, Perfetti China, Australian Super Australia	2.7	Western Sydney University Australia	1.0	6
17	17	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
18	18	MullenLowe MediaHub	Commonwealth Superannuation Corporation Australia, Union Pay Singapore, Saic Maxus China Project, Crust Pizza Australia	0.6	7-Eleven Philippines	0.3	17
19	19	Essence	Tigerair Australia	0.2	DAZN Japan	-0.3	1
20	20	Starcom	TANGS Singapore, Far EastTone Telecommunications Taiwan, P&G Australia	8.6	Tourism Authority of Thailand Thailand	-6.5	28
						<b>213.8</b>	<b>1,008</b>

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to [greg@rthree.com](mailto:greg@rthree.com) or visit [www.rthree.com](http://www.rthree.com) for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.