

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 2017

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	Sanofi Korea, Fitjoy Sourcing Taiwan Project, HIL Ltd-IPL India Project	98.1	SingTel Singapore	92.5	324
2	2	Isobar	VIP Bags India Digital, Titan(Digital) Global, Canon Thailand, Sensiplus Thailand Digital	62.2	Innisfree Malaysia	62.1	306
3	3	McCann WorldGroup	Haiyi Jiali China Project, HD Pay Korea Project, Skechers Korea Project	55.4	Hisense China	54.8	450
4	4	J Walter Thompson	Huawei China Project, L'Oreal China Project, Frestea Indonesia	52.5	Tata Steel India	47.6	321
5	5	DDB	KB Insurance Korea, Grovac China, Royal Caribbean Cruises China Project	49.4	SilkAir Singapore	44.7	294
6	6	Dentsu	Food & Drinks Thailand, Goomo.com India, Italthai Thailand, Naraya Thailand, Fujifilm Thailand	44.4	Uniqlo Thailand Project	44.0	217
7	7	Leo Burnett	Gome China, Coca Cola - Rim Zim India Project, OB Beer Korea Project	37.6	McDonald's Australia	34.0	263
8	8	Publicis	KFC Thailand, Queensland Health Australia Project, Huawei China Project, Asics China Project	34.7	ABinBev (Digital) Korea	28.7	230
9	9	Saatchi & Saatchi	Sands China, Expedia Global, New World Property China Project	22.1	A.O.Smith China	21.0	95
10	10	Y&R	Anmol Industries India, Soho Global Health Indonesia Project, Tata Steel India	21.2	Suncorp Bank Australia	20.2	85
11	12	FCB	Cobra Energy Drink Philippines, Mister Donut Philippines, Propan TLC Philippines	14.9	Zee TV India	14.2	37
12	11	Wieden & Kennedy	BMW(Digital) China, KFC China Project, Citizen Japan	13.4		13.4	14
13	13	VML	UNICEF India, NCS Singapore, Temasek Singapore	7.3	Hyundai Australia	7.2	25
14	14	M&C Saatchi	Japan Airlines Global, SGMW China Project, Meng Niu China Project	11.5	Freedom Furniture Australia	5.6	9
15	16	MullenLowe Group	Unilever China Project, AkzoNobel China, Lufthansa China	6.9	Cash Converters Australia	5.5	43
16	15	Havas Worldwide	Emirates Airlines Indonesia, Indonesia Stock Exchange Indonesia	9.7	Chivas Regal Global	4.9	13
17	17	Grey Group	P&G Korea Project, Raymond India, Focus Media Korea Project	5.6	Telecom Client Malaysia Project	4.1	102
18	18	Cheil	China Unicom China, FAW-Volkswagen Brands China, JK Helene Curtis(digital) India	3.6		3.6	3
19	19	BBH	Smartron India, SingTel Singapore, BookMyShow India	3.3	AkzoNobel China	1.7	3
20	20	TBWA	Hilton Corporate Global, Premium Beverages Peroni Australia, Austr Turf Club Australia	3.1	McCain's Australia	-0.7	8
						574.0	3,125

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 2017

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	Mindshare	L'Oreal China, Wyeth Media Planning & Digital Buying China, Sanofi Singapore	128.5	Royal Caribbean China	116.0	156
2	2	MediaCom	Dong Feng Peugeot & DongFeng Citroen China, Akzo Nobel Paints Global, Singapore Govt Singapore	62.6	SM Malls Philippines	55.9	75
3	4	dentsu X	Car Client China	42.1	Booking.com Singapore	37.1	221
4	3	Carat	University of Adelaide Australia, Our Watch Australia, Event Hospitality & Entertainment Australia	47.7	Wyeth Media Planning & Digital Buying China	32.7	246
5	9	Initiative	Amway & Nutrilite Thailand, Lego Global, Reckitt Benckiser Philippines, Jemena Australia	26.4	Vivo Vietnam	24.1	60
6	5	Universal McCann	Folli Follie APAC, LEGO ANZ Australia, CoEx Australia	25.7	Muthoot Pappachan Group India	22.3	86
7	8	Havas Media	Indofood Indonesia, OLX Indonesia, Muthoot Pappachan Group India, NETS Singapore	22.2	Coty Iran	21.9	120
8	6	Starcom	Black Yak Korea, Fab Hotels India, URC Vietnam	31.8	AB Inbev India	20.6	45
9	7	Wavemaker	Biostime Hong Kong, Perfetti Van Melle India, Firefox Taiwan	35.0	Perfetti van Melle Indonesia	20.5	96
10	10=	Vizeum	The Klinique Beauty & Anti Aging Center Thailand, Ministry of Labour and Social Welfare Thailand	15.3	Ikano Power Corporation Malaysia	13.4	132
11	10=	OMD	dtac Thailand, Beiersdorf Thailand, Nissan Australia	25.2	Dong Feng Peugeot & DongFeng Citroen China	11.0	130
12	12	GroupM	LVMH APAC	10.0	Vistara India	8.5	1
13	13	Blue 449	AMA University Philippines Project, Bounty Fresh Food(Digital) Philippines, Moet Hennessy Philippines Project	11.1	FMCG Client	5.1	22
14	14	PHD	AB InBev AU,VN,IN, HP Digital China, Meituan China Project, Resorts World Sentosa Malaysia	16.8	Unilever Global Communications Planning	4.8	80
15	17	Publicis Media	Microsoft(Digital Media)	2.5		2.5	1
16	16	BPN	U Mobile Singapore, GBA Corp New Zealand, Isuzu Philippines	1.8		1.8	9
17	15	Spark Foundry	Avon AU/CN/PH/MY/TW, Club Med China, Bel Groupe Australia, TGP Pharma Philippines	2.3	Shakeys Philippines	1.6	6
18	18	Zenith	Didi Chuxing China, Nestle India, TEG Live Australia, MUFG Bank Singapore	30.0	Sanofi Taiwan	-0.3	29
						411.5	1,570

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 or visit 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.