

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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	Kellogg's India, Dusto China Project, Phoenix- South Malls Launch Hong Kong Project, Go-Jek Singapore, UBER INDIA SYSTEMS LTD India Project	107.8	Amway Artistry China Project	107.5	336
2	2	J Walter Thompson	Globe Telecom, Inc. (myBusiness) Philippines Project, Midea Washing Machine Asia Pacific, Vitasoy Asia Pacific, Dupont-Coteva Asia Pacific Nestle_NIN Lab 2019 SoW China,	95.2	Kellogg's India	81.3	377
3	4	Publicis	Qiantu Motor China, Mead Johnson - A+ Hong Kong Project, Adidas China, Evredia Hong Kong Project	80.3	CIB China	79.9	194
4	3	Leo Burnett	VW- New VI Phase 2 China Project, Welspun Group India, VW- Brand Net Feasibility Study China Project, The Coca Cola Company Indonesia	78.1	KEI Industries India Retainer	77.8	246
5	5	Isobar	Siamruwat Thailand, Marks & Spencer (M&S) India, Colorbar India, SANA Namerakahonpo Thailand	52.2		52.2	265
6	6	Saatchi & Saatchi	Siemens Home Appliances Asia Pacific, Yili Guliduo China, Macro (Kitchen Utensils) China, Yili Baby Milk China	40.7	Emirates Air Hongkong	40.1	77
7	8	DDB	Amway Nutrilite China, Emerson Sensi Hydro China Project, Neo Wiz Korea, Samsonite Regional Singapore, PUB Singapore	58.2	Samsung Electronics visual display Global	35.4	221
8	7	McCann WorldGroup	TOSHIBA China, APP Paper Product China, GuangMing Changyou China, Philip Morris Korea Project	38.0	Cathay Pacific Global	34.0	263
9	9	Dentsu	Mazhavil Manorama India, Geojit India, Geojit Financial Services India, Grande Asset Thailand	29.8	TCP Thailand Project	28.2	141
10	11	VMLY&R	Abbott China, Think Conveyancing Australia, American Express Australia project, Amart Australia,	33.4	BRAND'S Suntory Thailand	28.1	87
11	10	BBDO	Ford Global, MARS International India, Perodua Malaysia, DIDI China	61.2	Tourism Australia Global	24.5	28
12	12	Digitas	Huawei China - WWW China Project, Mercedes-Benz China Project, Unilever China Project, Clinique China Project, Senoko Singapore Project	17.7		17.7	60
13	14	FCB	Kurl-on India Project, Samsung New Zealand, Kurl-on India, PropertyGuru Malaysia	15.0	Education New Zealand Global	14.5	23
14	13	MullenLowe Group	Pharmeasy India Retainer, Modern Bread India Retainer, TTC India Retainer, Electronic Products India	14.1	Macquarie University Australia	13.6	21
15	15	R/GA	FIBA World Cup China, MetLife Japan, Wine Australia	8.6		8.6	11
16	17	Havas Worldwide	Oroton Australia, National Heart Foundation Australia, Poh Heng China, SelfWealth Australia, The National Heart Foundation Australia	12.9	Craveable Brands Australia	8.1	29
17	50	Special Group	Silver Fern Farms Global, Carlton United breweries / Anheuser Busch Innovation project Australia Project, Douglas Pharmaceuticals New	7.3	Aussie Home Loans Australia	6.5	20
18	18	M&C Saatchi	Tourism Australia Global, Mumbai Games India, Plush Australia, Jack Daniels Australia	4.4		4.4	6
19	16	TBWA	Sheridan Australia Project, Amgen Asia, PepsiCo Beverages Australia	14.7	BJC - Dozo Snack Thailand Project	4.2	14
20	19	ServicePlan	Tmall China, VIVO China	4.0		4.0	5
						717.1	2,746

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Wavemaker	OLA New Zealand, New Balance China, Mitsubishi Motors Australia, Huawei India, YouFoodz Australia	62.0	Daimler Malaysia	43.0	156
2	2	MediaCom	Coca-Cola UK & Ireland, Vivo India, Hilton Hotels & Resorts Global, Little Red Book China	56.2	Vileda UAE	38.5	50
3	4	OMD	Shuanghui China, Daimler Malaysia, Gentle Supreme Malaysia, Shell Australia, Clorox Australia	51.3	Luxottica Australia	37.1	68
4	3	Zenith	Luxottica Australia, Lactalis Australia, Ralph Lauren APAC, GSK Asia Pacific	40.2	Shuanghui China	35.5	57
5	5	Universal McCann	Village House Japan, Blue AVIVA Hong Kong, Hong Kong Telecom Hong Kong Project, Nestle Australia	33.7	General Mills China	26.5	54
6	7	Havas Media	KIA India India, GO-JEK Singapore, MyRepublic Limited Singapore, Puma Global, China Telecom China	26.9	CapitaLand Singapore	22.9	81
7	8	Dentsu Aegis Network	Intel Global, United Airlines Global	21.6	Technology Brand	20.1	84
8	6	Mindshare	BP Global, Nestlé China, General Mills SEA, Amway China	60.2	AIA Thailand	20.0	173
9	13	dentsu X	Drivezy India, Coolwinks.com India	33.0	Thai Glico Co Thailand	19.9	183
10	9	Spark Foundry	Lenovo / Motorola Asia Pacific, AVON APAC, Saputo (Murray Goulburn) Australia, General Reckitt Benckiser Malaysia	18.1		18.1	20
11	12	Carat	Contract, SEIC Project Thailand One-Off Project, ALP Victoria Australia, Australian Digital Health Agency	40.9	WIPRO UNZA Malaysia	17.1	236
12	10	Starcom	UOB Thailand Project, Telkomsel Indonesia, Snooze Australia, RGP Korea	32.7	OLA New Zealand	14.7	39
13	11	Initiative	Lottery West Australia, Sharp Year End Thailand Project, Officeworks Australia, Anchor Electricals India, Under Armour Australia	16.5	Hyundai Australia	13.2	89
14	14	Vizeum	MYOB ANZ, Cosmetique Asia Philippines, EGAT - project Thailand, Dentiste Thailand Project, Bertram Chemical (1982) Ltd. Thailand project	13.6	Huawei Australia	12.4	128
15	15	PHD	WIPRO UNZA Malaysia, AIA Thailand, Scotch Thailand, Enoc UAE, Prukxa Real Estate Thailand Project	24.2	Scotch Thailand	9.8	68
16	16	WPP(Team Energy)	BP Global	3.0		3.0	1
17	22	Bohemia	Plush, Racing Victoria, Western Sydney University	1.1		1.1	3
18	17	MullenLowe MediaHub	Prospra ANZ, inova Australia, Commonwealth Superannuation Corporation Australia, Union Pay Singapore, Saia Maxus China	1.2	MCT Berhad Malaysia	0.9	20
19	20	Essence	Airtel India, Tigerair Australia	1.2	DAZN Japan	0.7	2
20	18	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
						328.9	1,548

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.