



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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	2	Ogilvy	Shemaroo India, Star Sports India Project, Tencent China	41.4		41.2	101
2	1	Publicis	Mercedes-Benz Global, Friso China Project, UBS Hong Kong Project	29.2	Zee Entertainment India	28.9	28
3	6	DDB	Royal Caribbean China, Health Promotion Board Singapore, Hotels.com Asia Hong Kong	14.4		14.4	37
4	3	Leo Burnett	Abbott nutrition China, Emirates Airlines Australia, China Mobile China	12.1		12.1	45
5	10=	J Walter Thompson	SHELL Japan Project, Skechers China Project, Sino Hotels Hong Kong Project	13.0	Vegemite Australia	11.2	45
6	4	Isobar	FMCG Client China	8.8		8.8	41
7	15=	Publicis Groupe	Campbell Soup Global	6.0		6.0	1
8=	5	Dentsu	Subway Singapore, Land Transport Authority Singapore, Discovery Jeet India Project	4.9		4.9	20
8=	7	McCann WorldGroup	Ali Game Korea Project, Nokia Handsets India, IDEC Japan Project	5.2	Reebok India	4.9	29
10	8	Saatchi & Saatchi	Fiji Tourism Global, Kraft-Heinz(Planters/Heinz/Master) China Project	3.8		3.8	12
11	9	R/GA	NRL Australia, Shiseido Japan Digital, Dorchester Collection Global Digital	3.1		3.1	3
12	10=	Grey Group	Bose Global, Generali Asia	2.0	Hotels.com Asia	1.0	2
13	12=	Havas Worldwide	Red Bull Flugtag Australia, Bio-Oil Australia, Kia Motors Singapore	0.8		0.8	3
14=	12=	MullenLowe Group	Bajaj Discover India	1.0	Macquarie University Australia	0.5	1
14=	14	M&C Saatchi	Jack Daniels Australia, Axiata Group Malaysia, Byton electric car China	0.5		0.5	3
16	15=	VML	Bandai Namco Singapore, SG Enable Singapore, Zuellig Pharma Singapore	0.2		0.2	12
17=	15=	FCB		0.0		0.0	0
17=	15=	Cheil		0.0		0.0	0
17=	15=	BBH		0.0		0.0	0
20	21	Y&R	Thrifty Car Rental Australia, Alfa Romeo Australia	2.4	Emirates Airlines Australia	-0.1	8
						123.9	429

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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	Wavemaker	Tata Sky India, Perfetti Van Melle India, Unicharm (Bobby/Diana) Vietnam	21.7	Campbell Soup Global	13.4	42
2	2	Carat	Beacon Lighting Australia, SCG Thailand, Social Security Office Thailand	8.6	The Body Shop Singapore	8.3	42
3	3	Vizeum	Goldilocks Bakeshop and Foodshop Philippines Digital, Macquarie University Australia	7.6	Amplifon (Bay Audiology) New Zealand	7.5	22
4	17	PHD	Tautiao China OOH, BAIC China Project, Biostime China Digital and Social Buying	9.7	Diageo Hong Kong	7.3	14
5	6	Havas Media	Godrej Indonesia, Perfetti Indonesia, Moda Operandi Hong Kong	5.3	Le Minerale Philippines	4.4	13
6	4	Zenith	IQYI Taiwan, NIIT India Digital, Laneige Taiwan	5.9	UOB Indonesia	4.1	8
7	5	Universal McCann	Coca-Cola Philippines, AGL Australia, H&M Hong Kong, Nestle Professional Malaysia Project	5.7	Wellcome Hong Kong	3.7	14
8	8	OMD	Wellcome Hong Kong, Cash - Pricerite Hong Kong, Upside Australia	4.4	SCG Thailand	3.0	17
9	11=	Spark Foundry	Marriott Global, Khumo Tyres Australia, 7Travel Australia	2.5		2.5	4
10	11=	dentsu X	Car Client Australia	3.3	Mother Dairy India	2.2	36
11	9=	Initiative	M G Motors India, Le Minerale Philippines, Marrybrown Malaysia, Cambert & Nuvanta Malaysia	2.0		2.0	14
12=	16	Mindshare	Shopee Indonesia, DKT Indonesia Indonesia, Diageo Hong Kong	5.5	Ermengildo Zegna Holditalia SpA China	1.6	27
12=	7	MediaCom	Bose Global, PT Hartono Istana Technology Indonesia, PT Mayora Indah Tbk Indonesia	2.1	Shopee Indonesia	1.6	10
14	-	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
15	9=	Essence	Tigerair Australia	0.2		0.2	1
16	11=	M2M	Republic Biscuits Corp Philippines, MSIG Insurance Singapore Project	0.1		0.1	2
17=	14=	Blue 449		0.0		0.0	0
17=	14=	BPN		0.0		0.0	0
19	18	Starcom	Ola Cabs India, Aberdeen Asset Management Taiwan, Shopee Taiwan Project	1.2	Coca-Cala Philippines	-4.2	14
						54.1	289

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.