



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 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	8	Publicis	Mercedes-Benz Global, Friso China Project, UBS Hong Kong Project	29.2		29.2	28
2	1	Ogilvy	Changi Airport Group Singapore, Pizza Hut Singapore, Pizza Hut Taiwan Project	26.0		26.0	59
3	7	Leo Burnett	Abbott nutrition China, Emirates Airlines Australia, China Mobile China	12.1		12.1	45
4	2	Isobar	FMCG Client China	6.2		6.2	27
5	6	Dentsu	Subway Singapore, Land Transport Authority Singapore, Discovery Jeet India Project	3.4		3.4	13
6	5	DDB	McDonalds Australia, National Hearing Care Australia, NH Hanaro Market Korea	3.3		3.3	13
7	3	McCann WorldGroup	Vichy Cosmetics Global, National Mission for Clean Ganga India Project, Samsonite China Project	3.1		3.1	12
8	9	Saatchi & Saatchi	Kraft-Heinz(Planters/Heinz/Master) China Project, Sands China Project, CosBeauty China	3.0		3.0	12
9	-	R/GA	Shiseido Japan digital, Dorchester Collection Global Digital	2.1		2.1	2
10-	4	J Walter Thompson	Haldiram Bhujawala Ltd India, Benesse Taiwan Project	1.9	Abbott - Pediasure Singapore	1.0	20
10-	17	Grey Group	Bose Global	1.0		1.0	1
12-	16	Havas Worldwide	Bio-Oil Australia, Kia Motors Singapore, Nc+ Poland	0.5		0.5	2
12-	15	MullenLowe Group	Bajaj Discover India	1.0	Macquarie University Australia	0.5	1
14	14	M&C Saatchi	Jack Daniels Australia	0.3		0.3	1
15-	11	FCB		0.0		0.0	0
15-	12	Wieden & Kennedy		0.0		0.0	0
15-	13	VML		0.0		0.0	0
15-	18	Cheil		0.0		0.0	0
15-	19	BBH		0.0		0.0	0
20	20	TBWA	Macquarie University Australia	0.5	Vichy Cosmetics Global	-1.0	1
						65.6	245

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 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	9	Wavemaker	SAIC/Roewe China, SAIC/MG China, Vodafone New Zealand	11.5	Cycle & Carrage Singapore	9.5	15
2	4	Carat	Dumex Thailand, ZEE5 India, Sansiri Thailand	7.2	The Body Shop Singapore	7.1	34
3	10	Vizeum	2Go Philippines, Maquarie University Australia, Fossil South Korea	7.1	Amplifon (Bay Audiology) New Zealand	7.0	13
4	18	Zenith	GAC Group China, Betadine Throat Spray Thailand Project	5.1	Central Watson's Thailand	4.6	2
5	6	Universal McCann	Coca-Cola Philippines, AGL Australia, H&M Hong Kong	5.0	Wellcome Hong Kong	3.6	11
6	7	Havas Media	Cycle & Carrage Singapore, Weltmeister Motor China, Emirates Australia	2.6	Maquarie University Australia	2.2	6
7	2	MediaCom	Bose Global, PT Hartono Istana Technology Indonesia, PT Mayora Indah Tbk Indonesia	2.1		2.1	10
8	11	OMD	Wellcome Hong Kong, Keppel Land Singapore, Cash Group Hong Kong	2.6	H&M Hong Kong	1.8	10
9-	-	Essence	Tigerair Australia	0.2		0.2	1
9-	5	Initiative	Marrybrown Malaysia, Cambert & Nuvanta Malaysia, M&G Inverment Hong Kong	0.2		0.2	7
11-	17	Spark Foundry	Khumo Tyres Australia, 7Travel Australia, Victorian Electoral Commission (VEC) Australia	0.1		0.1	3
11-	-	M2M	MSIG Insurance Singapore Project	0.1		0.1	1
11-	3	dentsu X	Car Client Australia	1.1	Mother Dairy India	0.1	17
14-	13	Blue 449		0.0		0.0	0
14-	16	BPN		0.0		0.0	0
16	1	Mindshare	Tesco Thailand, Manulife Japan, GP Motor Thailand	3.9	Ermengildo Zegna Holditalia SpA China	-0.0	15
17	14	PHD	Menarini Indonesia, Far East Organization Singapore, Betagen Vietnam	1.3	Watsons Taiwan	-0.8	6
18	8	Starcom	Multi Bintang Indonesia Niagra Indonesia, Amplifon (Bay Audiology) New Zealand, Pirelli AU,CN,JP,TH	0.4	Coca-Cala Philippines	-4.7	7
						28.5	160

### 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.