



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / July 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	EGR Group China Project, Personal Care Brand Japan Project, ITC - Wills Lifestyle India	89.5	Anway Artistry China Project	89.2	249
2	2	Publicis	Dou Yin China Project, Tsumura China Project, Vietnam Airlines Vietnam Project	59.5	MakeMy Trip India	59.2	126
3	3	Leo Burnett	Samsung Electronics visual display Global, BRAND'S Suntory Thailand, McDonalds Singapore	58.0		58.0	176
4	6	J Walter Thompson	Ministry of Community & Information APAC, Coles Liquor Australia, Coles Liquor APAC	47.2	Shell Global	35.3	165
5	5	Isobar	SANA Namerakahonpo Thailand	30.9		30.9	168
6	7	Dentsu	Grande Asset Thailand, Fujifilm Thailand, Easy Buy Thailand, Mandom Thailand	29.3	Uber India Project	28.0	134
7	9	McCann WorldGroup	Estee Lauder Japan Project, Honeywell Global, Philip Morris International Global	26.3	Reebok India	25.9	172
8	4	DDB	SOL Bridge Agency 18H2 Contract China, Pepsico (7up + Mirinda) India, Samsonite Singapore Singapore Project	42.7	Samsung Electronics visual display Global	19.7	145
9	8	Saatchi & Saatchi	New World China Property China, Yili Baby Milk China Project, Didi Australia	20.0	Automotive Client	19.4	44
10	10	MullenLowe Group	Electronic Products India, SBI Life Insurance India, Bahlsen Global	13.1	Macquarie University Australia	12.6	18
11	16	FCB	Kimberly Clark Global, PropertyGuru Malaysia, Marriott International Malaysia Project	10.2	GPI	10.1	15
12	11	TBWA	Sheridan Australia Project, Amgen Asia, PepsiCo Beverages Australia	14.7	Firefly Electric & Lighting Corp. Philippines Project	9.3	14
13	12	Digitas	Bosch China Project, Henkel China Project, Huawei China Project	8.4		8.4	39
14	13=	Y&R	Amart furniture Australia, Firefly Electric & Lighting Corp. Philippines Project, Telkomsel Indonesia	12.9	BRAND'S Suntory Thailand	7.5	34
15	13=	Havas Worldwide	Phoenix Pyeongchang Korea, Pernod Ricard Café De Paris & Chivas Japan	10.7	Craveable Brands Australia	5.9	22
16	15	VML	Lion Australia (Digital and Technology), Pfizer Australia, Apollo Tyres Singapore	5.8		5.8	29
17	17	R/GA	MetLife Japan, Wine Australia, NRL Australia, Shiseido Japan Digital	4.6		4.6	5
18	19	Wieden & Kennedy	Converse Global, Marubi China	1.8		1.8	2
19	20	M&C Saatchi	Plush Australia, Jack Daniels Australia, Axiata Group Malaysia, Byton electric car China	1.2		1.2	4
20	18	Grey Group	Gudang Garam Surya(Digital) Indonesia, Generali Asia, Carlsberg's Tuborg China	5.0	Revlon Global	-1.4	4
						466.1	1,728

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / July 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	3	Universal McCann	Nestle Australia, Sentosa Development Corporation Singapore, Unifam Indonesia Project	28.3	Invisalign Hong Kong	26.2	41
2	11	Mindshare	Mondelez ANZ & Japan, Hong Kong Airport Authority, SBI Life Insurance India	38.0	ASTRO Malaysia	23.1	116
3	2	Wavemaker	Mondelez India, Esprit China, MELCO/City of Dreams China	39.2	Sentosa Development Corporation Singapore	21.7	96
4	15	MediaCom	Mars Global, Shell Global, adidas Global Buying	28.4	Coty APAC	19.3	23
5	4	PHD	HSBC Malaysia & Singapore & Tiwan, Farmers New Zealand, Vinda - DR. P Taiwan Project	21.1	Diageo Hong Kong	18.5	54
6	1	Carat	Gov of West Australia, SonyMobile Taiwan, PearlAbyss_Black Desert Taiwan	33.5	Mondelez APAC	15.5	129
7	5	dentsu X	Coolwinks.com India	24.5	Australian Fed Gov Australia	13.7	113
8	7	OMD	Singtel Singapore, Ubet Australia, Carousell Malaysia Project	15.7	UNICEF China	11.4	42
9	6	Vizeum	Mamee Double-Decker Thailand, Ministry of Culture Thailand, Visit Scotland China	11.1	Huawei Philippines	10.2	72
10	8	Spark Foundry	Mondelez APAC, Lenovo Global, Marriott Global	9.7		9.7	12
11	9	Zenith	Huawei (Performics) China Project, Coty APAC, Big Muscles India	9.6	Magicbricks India	7.3	25
12	10	Havas Media	Tony Bianco Australia Digital, Perfetti van Melle Australia Project, SunRise Australia	9.6	Singtel Singapore	6.4	41
13	12	M2M	British Motors Hong Kong, Hyundai Australia, Republic Biscuits Corp Philippines	5.6		5.6	6
14	14	Initiative	ASTRO Malaysia, Dish TV India, Emina Cheese Indonesia	10.2	Hyundai Australia	4.6	51
15	13	WPP(Team Energy)	BP Global	3.0		3.0	1
16	17	Blue 449	Spark Networks Australia, Perfetti China, Australian Super Australia	2.5	Western Sydney University Australia	0.7	5
17	16	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
18	18	MullenLowe MediaHub	Crust Pizza Australia	0.3	Macquarie University Australia	0.2	1
19	19	Essence	Tigerair Australia	0.2	DAZN Japan	-0.3	1
20	20	Starcom	Far EasTone Telecommunications Taiwan, P&G Australia, Salesforce Japan	8.5	Mars Global,	-6.6	27
						180.8	875

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.