



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	Brita China Project, Wipro India Project, MangoTV China Project	82.9	Amway Artistry China Project	82.6	212
2	2	Publicis	Swarovski China, Marster Kong China, Haier China	46.0	MakeMy Trip India	45.7	102
3	4	Leo Burnett	Craveable Brands Australia, Novotown Hong Kong Project, Anchor India	34.8		34.8	158
4	5	DDB	Foxtel Australia (Brand and Retail), AEG China Project, Blue Moon China Project	34.1	Starhub Singapore	32.1	114
5	3	Isobar	SANA Namerakahonpo Thailand	30.9		30.9	168
6	7	J Walter Thompson	Jeanswest Australia, British Americian Tobacco Indonesia, Sony Entertainment (SAB TV) India	36.7	Monte Carlo India	27.2	121
7	6	Dentsu	Grande Asset Thailand, Fujifilm Thailand, Easy Buy Thailand, Mandom Thailand	27.4	HP Japan Project	26.4	134
8	8	Saatchi & Saatchi	Didi Australia, Football Fed Australia, Haixinsha Exhibition China	19.4		19.4	43
9	9	McCann WorldGroup	MAC China Project, Da Zhong Dian Ping China Project, Krungthai AXA Thailand Project	19.0	Reebok India	18.6	146
10	12	MullenLowe Group	Bahlsen Global, UnionPay ASEAN, Crust Pizza Australia, Tesco Malaysia	10.8	Macquarie University Australia	10.3	10
11	10	TBWA	PepsiCo Beverages Australia, IMAX China, South Australian Tourism Australia	13.9	Foxtel(Brand&Retail) Australia	8.6	12
12	13=	Digitas	Bosch China Project, Henkel China Project, Huawei China Project	8.4		8.4	39
13=	13=	Y&R	Telkomsel Indonesia, Solaire Integrated Resort & Casino Philippines, Tiger Balm Thailand Project	10.4	Menulog Australia	7.4	29
13=	11	Havas Worldwide	Phoenix Pyeongchang Korea, Pernod Ricard Café De Paris & Chivas Japan	10.7	Craveable Brands Australia	7.4	22
15	15=	VML	Lion Australia (Digital and Technology), Pfizer Australia, Apollo Tyres Singapore	5.8		5.8	29
16	19	FCB	Bosch Home & Garden China, Chaoyang Tier China, Tata AIA Life India	5.0		4.9	8
17	15=	R/GA	MetLife Japan, Wine Australia, NRL Australia, Shiseido Japan Digital	4.6		4.6	5
18	17	Grey Group	Gudang Garam Surya(Digital) Indonesia, Generali Asia, Carlsberg's Tuborg China	5.0	Lion (Digital&Tech) Australia	2.6	4
19	18	Wieden & Kennedy	Converse Global, Marubi China	1.8		1.8	2
20	20	M&C Saatchi	Plush Australia, Jack Daniels Australia, Axiata Group Malaysia, Byton electric car China	1.2		1.2	4
						<b>411.2</b>	<b>1,512</b>

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	Carat	Gov of West Australia, SonyMobile Taiwan, PearlAbyss_Black Desert Taiwan	34.7	adidas(Buying) Global	28.7	130
2	2	Wavemaker	Policybazaar.com India, Energizer New Zealand, Paisabazaar.com India	36.4	Nestlé Australia	24.8	85
3	5	Universal McCann	Wipro - Chandrika & Enchanteur India, Nestlé Australia, IOCL India	22.0	Invisalign Hong Kong	19.9	27
4	3	PHD	Farmers New Zealand, Vinda - DR. P Taiwan Project,	20.8	Diageo Hong Kong	18.1	48
5	4	dentsu X	Coolwinks.com India	24.5	Australian Fed Gov Australia	14.4	113
6	6=	Vizeum	Mamee Double-Decker Thailand , Ministry of Culture Thailand, Visit Scotland China	11.1	Racing Victoria Australia	10.5	72
7	6=	OMD	The Mills Hong Kong Project , Singtel Singapore, Telstra's Belong Australia	14.3	Gov of West Australia	10.4	39
8	11	Spark Foundry	Lenovo Global , Marriott Global, Khumo Tyres Australia, 7Travel Australia	7.2		7.2	11
9	8	Zenith	Welspun India, Macallan Singapore, Didi Australia, Pierre Fabre China	8.0	NexGard Spectra(Digital) Taiwan	5.9	21
10	9	Havas Media	Marico Vietnam, Seafolly Australia, Ayam Brand Thailand Project	8.1	Bicentennial Singapore	5.9	28
11	15	Mindshare	SBI Life Insurance India, Singapore Police Force (Social), Booking.Com China	17.7	HSBC Global	6.0	92
12	10	M2M	British Motors Hong Kong, Hyundai Australia, Republic Biscuits Corp Philippines	5.6		5.6	6
13	12	WPP(Team Energy)	BP Global	3.0		3.0	1
14	19	Initiative	Revlon Global, Gov of West Australia, Qatar Airways Australia	7.3	Hyundai Australia	1.8	31
15	13	MediaCom	adidas Global Buying, PT Hartono Istana Technology Indonesia, Magnolia Quality Development Thailand	9.9	P&G Australia	1.5	20
16	16	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
17	14	Blue 449	Perfetti China, Australian Super Australia	2.2	Western Sydney University Australia	0.4	2
18	-	MullenLowe MediaHub	Crust Pizza Australia	0.3	Macquarie University Australia	0.2	1
19	18	Essence	Tigerair Australia	0.2	DAZN Japan	-0.3	1
20	20	Starcom	P&G Australia, Salesforce Japan, Football Fed Australia	8.1	NutriAsia Philippines	-3.5	26
						<b>151.1</b>	<b>772</b>

### 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.