



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Ministry of Social and Family Development Singapore, Investica India	76.4	Amway Artistry China Project	76.0	183
2	2	Publicis	Foxtel Australia Project, Carrefour China, Luzhou Old Cellar China	38.6	MakeMy Trip India	38.3	83
3	5	Isobar	SANA Namerakahonpo Thailand	28.7		28.7	148
4	4	Leo Burnett	Daimler Benz Thailand, Yili Ambrosial China, Yili Satine China	27.6		27.6	136
5	6	DDB	Hotstar India Project, Unigroup Project China, SAIC Ride-sharing Project China	27.6	Starhub Singapore	25.6	94
6	7	Dentsu	Fujifilm Thailand, Easy Buy Thailand, Mandom Thailand	26.0	HP Japan Project	25.0	119
7	3	J Walter Thompson	Nikon MEA & APAC Digital , UNICEF Project India, Confederation of Indian Industries India	34.4	Monte Carlo India	24.9	105
8	9	Saatchi & Saatchi	Didi Australia, Football Fed Australia, Haixinsha Exhibition China	19.4		19.4	43
9	8	McCann WorldGroup	Headspace Australia Project, Suntory Indonesia Project, Rakuten Japan Project	16.0	Reebok India	15.7	114
10	11	TBWA	PepsiCo Beverages Australia, IMAX China, South Australian Tourism Australia	13.9	Foxtel Australia	10.6	12
11	10	Havas Worldwide	Celebrity Fitness Malaysia, Huggies Diaper / Kimberly Clark Hong Kong, adidas Hong Kong Project	9.4		9.4	18
12	16	MullenLowe Group	Remit2India India, Edgewell Global, Crust Pizza Australia, Tesco Malaysia	9.5	Macquarie University Australia	9.0	8
13=	14	Y&R	Sorairo integrated resort & casino Philippines, Tiger Balm Thailand Project, BAR.B.Q. PLAZA Thailand Project	10.0	Menulog Australia	7.0	25
13=	12=	Digitas	Marriott Hong Kong, Betfair Australia Project, SK II China Project	7.0		7.0	35
15=	17	R/GA	MetLife Japan, Wine Australia, NRL Australia, Shiseido Japan Digital	4.6		4.6	5
15=	15	VML	Pfizer Australia, Apollo Tyres Singapore, Grab Food Malaysia	4.6		4.6	27
17	18	Grey Group	Bose Global, Generali Asia, Carlsberg's Tuborg China	4.0	Hotels.com Asia	2.6	3
18	-	Wieden & Kennedy	Converse Global, Marubi China	1.8		1.8	2
19	19	FCB	Vistara India, Bisleri Fonzo India, SASA Malaysia Project	1.6		1.5	5
20	20	M&C Saatchi	Jack Daniels Australia, Axiata Group Malaysia, Byton electric car China	0.5		0.5	3
						351.3	1,281

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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, SCG ASEAN Thailand, Hachiban Ramen Thailand	31.7	Bank of Singapore	30.2	113
2	2	Wavemaker	Hunan Mobile China Planning, Aldi China, Amore Pacific Hong Kong	35.2	Wipro Consumer Care India	25.0	79
3	3	PHD	Vakrangee Software India, DHL India Digital, PhamaCare Thailand	20.7	Diageo Hong Kong	18.1	46
4	6	dentsu X	Coolwinks.com India	22.8	Australian Fed Gov Australia	12.8	95
5	4	Universal McCann	Giant Malaysia, NCCS Singapore, Australian Fed Gov Australia	14.5	Wellcome Hong Kong	12.5	21
6=	7	OMD	Singtel Singapore, Telstra's Belong Australia, Mazda (Mazda 2 and CX#) Australia	13.7	Gov of West Australia	10.3	36
6=	5	Vizeum	Ministry of Culture Thailand, Visit Scotland China, Cloetta Thailand	10.9	Racing Victoria Australia	10.3	66
8	9	Zenith	Welspun India, Macallan Singapore, Didi Australia, Pierre Fabre China	8.0	Future Motors-Product Hong Kong	5.9	21
9	8	Havas Media	HPB Singapore, Perfetti Van Mele Australia, Singapore Symphony Orchestra Singapore	7.7	Singtel Singapore	5.8	25
10	12	M2M	Hyundai Australia, Republic Biscuits Corp Philippines, MSIG Insurance Singapore Project	5.5		5.5	5
11	10	Spark Foundry	Marriott Global, Khumo Tyres Australia, 7Travel Australia	4.2		4.2	10
12	11	WPP(Team Energy)	BP Global	3.0		3.0	1
13	13	MediaCom	PT Hartono Istana Technology Indonesia, Magnolia Quality Development Thailand, Siamkul World Rich Thailand	3.1	Football Fed Australia	1.9	18
14	14	Blue 449	Perfetti China, Australian Super Australia	2.4	Western Sydney University Australia	0.7	3
15	15	Mindshare	DAZN Japan, Saloni Oil India, Hindware India	12.3	HSBC Global	0.6	60
16	16	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
17	17	BPN		0.0		0.0	0
18	18	Essence	Tigerair Australia	0.2	DAZN Japan	-0.3	1
19	19	Initiative	Gov of West Australia, Qatar Airways Australia, ACTU Australia Project	4.5	Hyundai Australia	-1.0	31
20	20	Starcom	Salesforce Japan, Football Fed Australia, PTT Exploration and Production Thailand Project	5.1	Carabao Dang Thailand	-5.8	25
						132.0	672

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.