

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 2017

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	Sanofi Korea, Chengdu Financial City China Project, HIL Ltd-IPL India Project	96.6	SingTel Singapore	91.0	314
2	2	Isobar	VIP Bags India Digital, Titan(Digital) Global, Canon Thailand	65.9	Innisfree Malaysia	65.8	315
3	4	McCann WorldGroup	Jungwoo BIT Korea, SamU Korea, UP Tourism India, ITC Classmate India	52.3	Hisense China	52.0	419
4	3	J Walter Thompson	John West Australia, shenzhen Sanjiu China Project, Asahi (Carlsberg) Singapore Project	50.9	Tata Steel India	46.0	305
5	7	DDB	Freedom Furniture Australia, National Hearing Care Australia, Indeed Australia	43.5	SilkAir Singapore	38.8	277
6	5	Dentsu	Goomo.com India, Italthai Thailand, Naraya Thailand, Fujifilm Thailand	37.1	Uniqlo Thailand Project	37.0	208
7	6	Leo Burnett	Gome China, Tiger Beer Shopper Australia Project, Valio China Project	36.5	McDonald's Australia	33.3	234
8	8	Publicis	Queensland Health Australia Project, Huawei China Project, Asics China Project	27.4	ABinBev (Digital) Korea	25.7	204
9	9	Saatchi & Saatchi	Victorian Electoral Commission Australia, MayLand City China, Walmart China	19.1	A.O.Smith China	18.7	89
10	10	Y&R	Government of Maharashtra India Project, Tata Steel India, Sonalika Tractors India	19.6	Suncorp Bank Australia	18.6	77
11	11	Wieden & Kennedy	BMW(Digital) China, KFC China Project, Citizen Japan	13.4		13.4	14
12	13	FCB	Merck Consumer Health - Sangobion India, Dole Asia, Sky Suites Corporate and Residential Towers Philippines	11.2	Zee TV India	10.5	28
13	14	VML	UNICEF India, NCS Singapore, Temasek Singapore	7.3		7.3	25
14	15	M&C Saatchi	Japan Airlines Global, SGMW China Project, Meng Niu China Project	11.0	Freedom Furniture Australia	5.1	8
15	12	Havas Worldwide	Emirates Airlines Indonesia, Indonesia Stock Exchange Indonesia	9.7	Chivas Regal Global	4.9	13
16	17	MullenLowe Group	Fossil India, BreastScreen NSW Australia Project, 3M Scotch-Brite and Scotchgard Singapore	5.6	Cash Converters Australia	4.2	38
17	16	Grey Group	P&G Korea Project, Raymond India, Focus Media Korea Project	5.6	Telecom Client Malaysia Project	4.1	102
18	18	Cheil	China Unicom China, FAW-Volkswagen Brands China, JK Helene Curtis(digital) India	3.6		3.6	3
19	19	BBH	Smartron India, SingTel Singapore, BookMyShow India	3.3	Car Client	1.8	3
20	20	TBWA	Hilton Corporate Global, Premium Beverages Peroni Australia, Austr Turf Club Australia	2.6	McCain's Australia	-1.2	7
						542.1	2,939

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 2017

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	Mindshare	L'oreal China Performance and Ecommerce, Unilever Global Communications Planning	75.8	Royal Caribbean China	65.8	108
2	2	MediaCom	Akzo Nobel Paints Global, Singapore Govt Singapore, Tchibo China	62.4	SM Malls Philippines	55.7	71
3	3	Carat	Royal Caribbean China, Ministry of Interior Thailand Project, Motorola Thailand	45.4	Lego Europe & Asia	38.7	237
4	4	dentsu X	Car Client China	38.7	Booking.com Singapore	33.6	180
5	6	Universal McCann	Lego Australia, Duty Zero Hong Kon, Marico India, Benesse Japan	24.9	Muthoot Pappachan Group India	21.4	84
6	5	Starcom	Lucio Tan Group Philippines, nbc Bank India Digital Media, McDonald's India Performance Marketing	30.6	Sanofi India	20.9	41
7	7	MEC	Ren Ren Che China, Mead Johnson Philippines Digital, HappyCall Korea	34.2	Snail White Thailand	20.3	92
8	8	Havas Media	Muthoot Pappachan Group India, PSI India, NETS Singapore	18.7	Coty Iran	18.3	110
9	9	Initiative	Lego Global, Reckitt Benckiser Philippines, Jemena Australia	18.8	Vivo Vietnam	16.6	57
10-	11	Vizeum	Borgward Auto (Planning) China, Siam Park City Thailand, Ready(Digital) Thailand	12.5	Marina Bay Sands Singapore	10.5	118
10-	10	OMD	Levi's India, The Arya Vaidya Pharmacy India, Chisholm Institute (Buying) Australia	19.2	Audemars Piguet Singapore/Malaysia	10.5	121
12	12	GroupM	LVMH APAC	10.0	Vistara India	8.5	1
13	14	Blue 449	AMA University Philippines Project, Bounty Fresh Food(Digital) Philippines, Moet Hennessy Philippines Project	11.1	FMCG Client	5.1	22
14	13	PHD	AB InBev AU,VN,IN, HP Digital China, Meituan China Project	16.0	Unilever Global Communications Planning	4.0	73
15	17	Spark Foundry	Avon AU/CN/PH/MY/TW, Club Med China, Bel Groupe Australia, TGP Pharma Philippines	2.3	Shakeys	1.8	6
16	16	BPN	GBA Corp New Zealand, Voyager Innovations (Lendr) Philippines, Isuzu Philippines	1.5		1.5	8
17	15	Publicis Media	Microsoft(Digital Media)	2.5	L'oreal China(Performance and Ecommerce)	0.0	1
18	18	Zenith	Nestle India, TEG Live Australia, MUFG Bank Singapore	17.0	AB InBev Vietnam	-3.5	28
						337.1	1,411

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.