

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 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	Go-Jek Singapore, UBER INDIA SYSTEMS LTD India Project, IVPS Hong Kong Project, Fangte - Rebranding and brand consulting China	102.2	Amway Artistry China Project	101.9	325
2	3	J Walter Thompson	Globe Telecom, Inc. (myBusiness) Philippines Project, Midea Washing Machine Asia Pacific, Vitasoy Asia Pacific, Dupont-Coteva Asia Pacific	91.5	Shell Global	79.7	351
3	2	Leo Burnett	The Coca Cola Company Indonesia, Spotify India, Viacom 18 - Voot India, Hainan Airlines China	76.5	KEI Industries India Retainer	76.2	241
4	4	Publicis	Adidas China, Expedia Hong Kong Project, Weigang Dairy China, Dr. Oetker India	72.2	MakeMy Trip India	71.9	166
5	5	Isobar	Siannuwat Thailand, marks & Spencer (M&S) India, Colorbar India, SANA Namerakahonpo Thailand	48.6		48.6	242
6	6	Saatchi & Saatchi	Yili Baby Milk China, JiuJiang XinYuan(九江) China Project, ChangSha Goat's Milk China Project, Sands China Project	36.6	Emirates Air Hongkong	35.9	69
7	8	McCann WorldGroup	Philip Morris Korea Project, New Balance China Project, Remy Martin China Project, Yinji Holiday Resort China	35.9	Cathay Pacific Global	33.5	252
8	7	DDB	Samsonite Regional Singapore, PUB Singapore, Amway 2 China, Vivo Singapore, Edelweiss India	55.9	Samsung Electronics visual display Global	33.1	210
9	9	Dentsu	Mazhavil Manorama India, Geojit India, Geojit Financial Services India, Grande Asset Thailand	29.8	Uber India Project	28.5	141
10	10	BBDO	Ford Global, MARS International India, Perodua Malaysia, DiDi China	61.2	Tourism Australia Global	24.5	28
11	11	VMLY&R	Amart Australia, Best&Less Australia, TerryWhite Chemmart Australia, Inbisco/Vouno (Le Minerale) Philippines Project	29.6	BRAND'S Suntory Thailand	24.3	82
12	12	Digitas	Mercedes-Benz China Project, Unilever China Project, Huawei China Project, Clinique China Project, Senoko Singapore Project	16.3		16.3	54
13	13	MullenLowe Group	Pharmeasy India Retainer, Modern Bread India Retainer, ITC India Retainer, Electronic Products India	14.1	Macquarie University Australia	13.6	21
14	14	FCB	Samsung New Zealand, Kurl-on India, PropertyGuru Malaysia, UEM Sunrise Malaysia	14.0	Volkswagen New Zealand	13.6	21
15	17	R/GA	FIBA World Cup China, MetLife Japan, Wine Australia	8.6		8.6	11
16	15	TBWA	Sheridan Australia Project, Amgen Asia, PepsiCo Beverages Australia	14.7	Oroton Australia	8.5	14
17	16	Havas Worldwide	Oroton Australia, National Heart Foundation Australia, Poh Heng China, SelfWealth Australia, The National Heart Foundation Australia	12.9	Craveable Brands Australia	8.1	29
18	19	M&C Saatchi	Tourism Australia Global, Mumbai Games India, Plush Australia, Jack Daniels Australia	4.4		4.4	6
19	22	ServicePlan	Tmall China, VIVO China	4.0		4.0	5
20	21	KRDS	Singapore International Foundation Singapore	2.7		2.7	33
						<b>670.0</b>	<b>2,543</b>

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 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	2	Wavemaker	Mitsubishi Motors Australia, Huawei India, YouFoodz Australia, Chando China	60.0	United Airlines Global	41.6	142
2	1	MediaCom	Coca-Cola UK & Ireland, Vivo India, Hilton Hotels & Resorts Global, Little Red Book China	56.2	GSK Asia Pacific	38.5	50
3	3	Zenith	Luxtottica Australia, Lactalis Australia, Ralph Lauren APAC, GSK Asia Pacific	40.2	Amway China	36.6	57
4	4	OMD	Shell Australia, Clorox Australia, McDonald's China, Activision Australia	47.8	Luxtottica Australia	33.6	61
5	5	Universal McCann	Village House Japan, Blue AVIVA Hong Kong, Hong Kong Telecom Hong Kong Project, Nestle Australia	33.7	General Mills China	29.5	54
6	6	Mindshare	BP Global, Nestlé China, General Mills SEA, Amway China	67.4	AIA Insurance Thailand	27.8	174
7	7	Havas Media	GO-JEK Singapore, MyRepublic Limited Singapore, Puma Global, China Telecom China	25.7	CapitaLand Singapore	21.7	79
8	8	Dentsu Aegis Network	Intel Global, United Airlines Global	15.6		15.6	37
9	9	Spark Foundry	AVON APAC, Saputo (Murray Goulburn) Australia, General Beverage Thailand, Mondelez APAC	14.1		14.1	19
10	12	Starcom	UOB Thailand Project, Telkom Indonesia, Snooze Australia, RGP Korea	29.7	General Mills Singapore, Malaysia, Thailand	13.6	38
11	13=	Initiative	Lottery West Australia, Sharp Year End Thailand Project, Officeworks Australia, Anchor Electricals India, Under Armour Australia	16.5	Hyundai Australia	13.2	89
12	11	Carat	ALP Victoria Australia, Australian Digital Health Agency Australia, Karmarts Public Company Limited Thailand, Gov of West Australia	35.7	General Mills Hong Kong	12.4	170
13	10	dentsu X	Drivezy India, Coolwinks.com India	23.9	General Mills Taiwan	11.1	142
14	13=	Vizeum	EGAT - project Thailand, Dentiste Thailand Project, Bertram Chemical (1982) Ltd. Thailand project, New Hampshire Insurance Company Thailand project	11.8	Huawei Australia	10.6	98
15	15	PHD	Enoc UAE, Pruksa Real Estate Thailand Project, H&R Block Australia, Hong Kong Jockey Club Hong Kong, ComTruth Communication Consultants Taiwan	22.7	GlaxoSmithKline Global	9.0	62
16	16	WPP(Team Energy)	BP Global	3.0		3.0	1
17	18	MullenLowe MediaHub	Prosper ANZ, Inova Australia, Commonwealth Superannuation Corporation Australia, Union Pay Singapore, Saic Maxus China Project	1.2	MCT Berhad Malaysia	0.9	20
18	19	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
19	17	M2M	Blue Hong Kong Branding, British Motors Hong Kong, Hyundai Australia, Republic Biscuits Corp Philippines	0.3		0.3	4
20	20	Essence	Tigerair Australia	0.2	DAZN Japan	-0.3	1
						<b>323.6</b>	<b>1,383</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.