

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Chengdu Financial City China Project, MCCY Singapore, Zwoop Singapore Project	94.2	SingTel Singapore	88.6	305
2	2	Isobar	VIP Bags India Digital, Titan(Digital) Global, Canon Thailand	60.9	Innisfree Malaysia	60.8	281
3	3	J Walter Thompson	John West Australia, shenzhen Sanjiu China Project, Asahi (Carlsberg) Singapore Project	47.2	Tata Steel India	42.2	266
4	4	McCann WorldGroup	UP Tourism India, ITC Classmate India, Facebook India Project	41.0	Hisense China	40.7	374
5	6	Dentsu	Italhai Thailand, Naraya Thailand, Fujifilm Thailand, MTR Foods and Orkla India	34.6	Uniqlo Thailand Project	34.5	194
6	5	Leo Burnett	Hainan Airline China, Emirates Airlines Australia Project, Concordia Hong Kong Project	34.7	McDonald's Australia	31.5	227
7	7	DDB	MUSCIEBLAZE AUSTRALIA, Fila - Branding & New Product Launch China, Mead Johnson Hong Kong Project	33.5	SilkAir Singapore	28.8	246
8	8	Publicis	Menarini China, VeiXin Credit China, Nestle China Project	25.2	ABinBev (Digital) Korea	23.4	183
9	9=	Saatchi & Saatchi	P&G China Project, Echanger China, Sands China Project	16.4	A.O.Smith China	15.9	76
10	9=	Y&R	Government of Maharashtra India Project, Tata Steel India, Sonalika Tractors India	16.8	Suncorp Bank Australia	15.7	69
11	11	Wieden & Kennedy	BMW(Digital) China, KFC China Project, Citizen Japan	10.4		10.4	9
12	18	Havas Worldwide	Emirates Airlines Indonesia, Indonesia Stock Exchange Indonesia	9.2		9.2	12
13	13	FCB	Mister Donut Philippines, NZ Government New Zealand Project, Dole APAC	8.7	Zee TV India	8.0	26
14	12	VML	Property Group Australia, INSEAD Singapore, Thermale Avène India	7.2		7.2	20
15	14	M&C Saatchi	SGMW China Project, Meng Niu China Project, Etika - Calpis Malaysia Project	8.5	NRMA Australia	5.6	7
16	-	Grey Group	P&G Korea Project, Raymond India, Focus Media Korea Project	5.6	Telecom Client Malaysia Project	5.1	102
17	15	MullenLowe Group	Fossil India, BreastScreen NSW Australia Project, 3M Scotch-Brite and Scotchgard Singapore	5.6	Cash Converters Australia	4.3	38
18	16	Cheil	China Unicom China, FAW-Volkswagen Brands China, JK Helene Curtis(digital) India	3.6		3.6	3
19	17	BBH	Smartron India, SingTel Singapore, BookMyShow India	3.3	Car Client	1.8	3
20	19=	TBWA	Premium Beverages Peroni Australia, Austr Turf Club Australia, Beyondblue Australia	2.4	McCain's Australia	-1.4	6
						499.1	2,699

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Treasury Wine Estates Australia, Samsung Thailand Digital, AIA Thailand	67.0	Godrej & Boyce India	58.9	94
2	2	MediaCom	Changan PSA China, PCCW Media India, Govt of Victoria Australia	61.5	SM Malls Philippines	54.9	66
3	3	Carat	Ministry of Interior Thailand Project, Motorola Thailand, Coty Iran	39.5	Mediecins Sans Frontieres New Zealand	36.6	224
4	4	dentsu X	Car Client China	36.2	Booking.com Singapore	31.1	169
5	5	Starcom	AB InBev CN,KR,JP, Snooze (Steinhoff / Pepkor) Australia, Godrej & Boyce India, Prada Group China	28.8	Treasury Wine Estates Australia	20.5	30
6	7	Universal McCann	Marico India, Benesse Japan, ING Australia	21.2	Philam Life (Philam Vitality) Philippines	18.2	76
7	8=	Wavemaker	Audemars Piguet Singapore, Audemars Piguet Malaysia, Harvester Fertilizer Philippines	31.2	Snail White Thailand	17.4	85
8	6	Havas Media	JDE India, Opera India, Indian Carpet Export Promotion Council(Digital) India	17.7	Coty Iran	17.3	105
9	14	Initiative	Amazon Global, Singha Estate Thailand Project, CAT Telecom Thailand Project	15.0	Vivo Vietnam	12.8	51
10	8=	OMD	NSW Government Australia, Dumex (Offline) Thailand, Merisant Australia	18.8	Audemars Piguet Singapore/Malaysia	11.1	117
11	12	Vizeum	Borgward Auto (Planning) China, Siam Park City Thailand, Ready(Digital) Thailand	12.3	Marina Bay Sands Singapore	10.4	113
12	11	GroupM	LVMH APAC	10.0	Vistara India	8.5	1
13	13	PHD	AB InBev AU,VN,IN, HP Digital China, Meituan China Project	15.4	Changan PSA China	5.7	68
14	10	Blue 449	Alibaba Group(Planning) China, Priscilla Queen of the Desert Australia	11.0	FMCG Client	5.0	18
15	15	Publicis Media	Microsoft(Digital Media)	2.5		2.5	1
16	16	BPN	GBA Corp New Zealand, Voyager Innovations (Lendr) Philippines, Isuzu Philippines	1.5		1.5	8
17	17	Spark Foundry	Club Med China, Bel Groupe Australia, TGP Pharma Philippines, Heineken Japan	1.5	Shakeys	1.0	5
18	18	Zenith	Vistara India, TEG Live events Australia, Udacity India	13.6	AB InBev Vietnam	-6.9	21
						313.2	1,303

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.