



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Fangte - Rebranding and brand consulting China, JFOODO 2.0 Japan Project, Atom Capital Hong Kong Project, Chelsea Football Club APAC Singapore	99.8	Amway Artistry China Project	99.5	310
2	2	Leo Burnett	Hainan Airlines China, Samsung GMC Korea, VW New car brand identity (Phase 4) China, ChungHwa Telecom Taiwan, Buick China, Dupont-Coteva Asia Pacific, Henkel China, Edgewell Asia Pacific, MeadJohnson Asia Pacific, Unicharm Asia Pacific	75.3	KEI Industries India Retainer	75.0	232
3	4	J Walter Thompson	Dr. Oetker India, Shiseido China Project, Huarun Painting China, Marster Kong China Project, Nike China	84.4	Shell Global	72.5	302
4	3	Publicis	Siamnuwat Thailand, Marks & Spencer (M&S) India, Colorbar India, SANA Namerakahonpo Sands China Project, China UnionPay China Project, Jindal Steel India, Suzhou Yanload Hong Kong Project, Siemens Home Appliances China Project	68.7	MakeMy Trip India	68.4	156
5	5	Isobar	Samsonte Regional Singapore, PUB Singapore, Amway 2 China, Vivo Singapore, Edelweiss India	48.6		48.6	242
6	6	Saatchi & Saatchi	Yinji Holiday Resort China, OLD Temple JEWELRY-McCann China Project, Carlsberg China Hong Kong Project, Chivas China Project, Villave	34.7	Emirates Air Hongkong	34.0	64
7	8	DDB	Mazhavil Manorama India, Geojit India, Geojit Financial Services India, Grande Asset Thailand	55.9	Samsung Electronics visual display Global	33.1	210
8	7	McCann WorldGroup	Ford Global, MARS International India, Perodua Malaysia, DiDi China Inbisco/Vouno (Le Minerale) Philippines Project, Pilmico Farms (YOLO) Philippines, Sun Life Vietnam Project, Puma China	34.1	Cathay Pacific Global	31.7	239
9	9	Dentsu	Mercedes-Benz China Project, Unilever China Project, Huawei China Project, Clinique China Project, Senoko Singapore Project	29.8	Uber India Project	28.5	141
10	10	BBDO	Pharameasy India Retainer, Modern Bread India Retainer, ITC India Retainer, Electronic Products India	61.2	PepsiCo Australia	27.5	28
11	11	VMLY&R	PropertyGuru Malaysia, UEM Sunrise Malaysia, Marriot International group Malaysia, Kimberlv Clark Global	22.5	BRAND'S Suntory Thailand	17.2	71
12	12=	Digitas	Sheridan Australia Project, Amgen Asia, PepsiCo Beverages Australia	16.3		16.3	54
13	12=	MullenLowe Group	Oroton Australia, National Heart Foundation Australia, Poh Heng China, SelfWealth Australia, The National Heart Foundation Australia	14.1	Macquarie University Australia	13.6	21
14	14	FCB	FIBA World Cup China, MetLife Japan, Wine Australia	12.6	Volkswagen New Zealand	12.2	19
15	15	TBWA	Converse Global, Marubi China	14.7	Oroton Australia	8.5	14
16	16	Havas Worldwide	Mumbai Games India, Plush Australia, Jack Daniels Australia, Axiata Group Malaysia	12.9	Craveable Brands Australia	8.1	29
17	17	R/GA	Western Union Global	5.6		5.6	6
18	18	Wieden & Kennedy		1.8		1.8	2
19	19	M&C Saatchi		1.4		1.4	5
20	20	McGarryBowen		0.0		-0.9	0
						621.0	2,365

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	MediaCom	Coca-Cola UK & Ireland, Vivo India, Hilton Hotels & Resorts Global, Little Red Book China	56.2	GSK Asia Pacific	39.8	50
2	3	Wavemaker	Chando China, Smart Philippines Project, Huawei Philippines Project, JinRi Toutiao China, Huawei	53.4	United Airlines Global	35.0	132
3	2	Zenith	Australia Ralph Lauren APAC, GSK Asia Pacific, Nestle SE Asia, MyGlam(Performics) India Digital AOR	38.5	Amway China	34.2	42
4	8	OMD	McDonald's China, Daimler Global, McDonald's China, Mobistar India, Activision Australia, Kayak Hong Kong	42.3	Intel Global	28.9	56
5	4	Universal McCann	Village House Japan, Blue AVIVA Hong Kong, Hong Kong Telecom Hong Kong Project, Nestle Australia	32.3	General Mills China	28.1	49
6	11	Mindshare	Nestlé China, General Mills SEA, Amway China, RinggitPlus.com Malaysia, Unilever India AOR (Digital), China Sports Lottery China	65.6	AIA Insurance Thailand	26.1	173
7	5	Havas Media	puma Global, China Telecom China, JDE China, Voltas Beko Appliances India AOR-Integrated, Oyo Rooms India Media AOR	25.1	CapitaLand Singapore	21.1	76
8	6	Dentsu Aegis Network	Intel Global, United Airlines Global	15.6		15.6	37
9	9=	Spark Foundry	Saputo (Murray Goulburn) Australia, General Beverage Thailand, Mondelez APAC, Lenovo Global, Marriott Global	13.7		13.7	14
10	7	dentsu X	Drivezy India, Coolwinks.com India	25.1	General Mills Taiwan	13.6	138
11	9=	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
12	13	Starcom	Snooze Australia, RGP Korea, McDonald's Taiwan, BMW China, Singapore Govt Singapore, Nykaa India	27.9	General Mills Singapore, Malaysia, Thailand	12.0	35
13=	12	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
13=	14	Initiative	Lottery West Australia, Sharp Year End Thailand Project, Officeworks Australia, Anchor Electricals India, Under Armour Australia	13.8	Hyundai Australia	10.6	64
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	17	M2M	Blue Hong Kong Branding, British Motors Hong Kong, Hyundai Australia, Republic Biscuits Corp	2.9		2.9	5
18	20	MullenLowe MediaHub	Philippines Prospa ANZ, Inova Australia, Commonwealth Superannuation Corporation Australia, Union Pay Singapore, Saic Maxus China	1.2	MCT Berhad Malaysia	0.9	20
19	19	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
20	21	Essence	Tigerair Australia	0.2	DAZN Japan	-0.3	1
						308.9	1,308

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.