

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	Kasturi & Sons India, Rockwell Automation Singapore Project, Sime Darby Property Malaysia Project	86.4	SingTel Singapore	81.6	287
2	3	Isobar	VIP Bags India Digital, Titan(Digital) Global, Canon Thailand	50.1	Innisfree Malaysia	50.0	229
3	2	J Walter Thompson	shenzhen Sanjiu China Project, Asahi (Carlsberg) Singapore Project	54.1	China Unicom China	49.9	262
4	4	McCann WorldGroup	L'Oreal India, Sino Tech Taiwan Project, Rupa & Co India	35.3	Hisense China	35.0	315
5	5	Leo Burnett	ChungHwa Telecom Taiwan Project, Pfizer Viagra China, PSI India	30.8	McDonald's Australia	27.6	171
6	7	Dentsu	Vieda India, Cpjobs.com Hong Kong, MTR Foods and Orkla India	25.6		25.6	160
7	6	DDB	Ministry of Foreign Affairs Singapore, Royal Enfield India Digital, Two Degrees New Zealand	28.4	SilkAir Singapore	23.7	208
8	8	Publicis	Scoot/Tiger Singapore, Renault China, Luxottica Australia	20.0	ABinBev (Digital) Korea	18.0	147
9-	9	Y&R	Tata Steel India, Sonalika Tractors India, Great Lakes Institute India Project	14.4	Suncorp Bank Australia	13.3	63
9-	10	Saatchi & Saatchi	Asics Global, Nestle ProPlan Australia Project, Border Security Australia Project	13.7	A.O.Smith China	13.3	60
11	11	Wieden & Kennedy	BMW(Digital) China, KFC China Project, Citizen Japan	10.4		10.4	9
12	12	VML	Property Group Australia, INSEAD Singapore	7.0		7.0	19
13	13	FCB	Motorola Malaysia, SBI Mutual Fund India, Al Hamra Group UAE, Danone Nutricia UAE	7.5	Zee TV India	6.7	20
14	17=	M&C Saatchi	SGMW China Project, Meng Niu DaIRY China Project, Etika - Calpis Malaysia Project	7.5	NRMA Australia	4.6	6
15	15	MullenLowe Group	BreastScreen NSW Australia Project, 3M Scotch-Brite and Scotchgard Singapore	5.4	Cash Converters Australia	4.1	37
16	14	Cheil	China Unicom China, FAW-Volkswagen Brands China, JK Helene Curtis(digital) India	3.6		3.6	3
17	16	BBH	Smartron India, SingTel Singapore, BookMyShow India	3.3	Car Client	1.8	3
18	17=	Havas Worldwide	Emirates Airlines Indonesia, Indonesia Stock Exchange Indonesia	0.6		0.6	2
19-	19=	BBDO	The Tourism Authority of Thailand, PN Rao India, Beyondblue Australia, AIA Project Singapore	1.7	Paras Dairy India	-2.3	5
19-	19=	TBWA	Austr Turf Club Australia, PT Bank Permata Indonesia, Beyondblue Australia	1.5	McCain's Australia	-2.3	4
						<b>438.9</b>	<b>2,254</b>

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	64.6	Godrej & Boyce India	56.5	95
2	2	MediaCom	Changan PSA China, PCCW Media India, Govt of Victoria Australia	55.7	SM Malls Philippines	49.1	67
3	4	Carat	Motorola Thailand, Coty Iran, Novartis UAE, Mono Film Thailand	45.4	Medecins Sans Frontieres New Zealand	42.4	207
4	3	dentsu X	Car Client China	32.0	Booking.com Singapore	26.8	138
5	13	Starcom	AB InBev CN,KR,JP, Snooze (Steinhoff / Pepkor) Australia, Godrej & Boyce India, Prada Group China	29.0	Treasury Wine Estates Australia	20.7	31
6	5	Havas Media	World Vision Australia, NSW Government Australia, Sharekhan India	16.7	Coty Iran	16.4	98
7	11	Universal McCann	NSW Government Australia, ING Australia, SingEx Singapore	16.3	McDonald's(Digital) UAE	13.2	69
8-	6	Wavemaker	NSW Government Australia, Netmarble Taiwan, Chanel Taiwan, Dairy Farm Singapore	24.3	Snail White Thailand	11.2	79
8-	10	OMD	Media Merchants Australia, Macalline China, Marina Bay Sands Singapore	18.7	Kraft Heinz APAC	11.2	105
10	7	Blue 449	Alibaba Group(Planning) China, Priscilla Queen of the Desert Australia	11.0		11.0	18
11	8	GroupM	LVMH APAC	10.0	Vistara India	8.6	1
12	9	Vizeum	Snail White Thailand, Sino-Pacific Thailand, EGAT Thailand Project	9.2	Marina Bay Sands Singapore	7.3	102
13	12	PHD	AB InBev AU,VN,IN, PepsiCo Australia, Bank of Beirut Lebanon, Alshaya Dubai	14.8	Changan PSA China	5.1	60
14	15	Initiative	Tenaga Nasional Berhad Malaysia, Segi College Malaysia, Old Town White Coffee Malaysia	5.0	Simplot Foods Australia	3.0	47
15	14	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	LVMH APAC	-21.6	21
						<b>276.1</b>	<b>1,201</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.