

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	Chelsea Football Club APAC Singapore, KEI Industries India, Toshiba Thailand Co., Ltd. Thailand Project, Campus Shoes India ChungHwa Telecom Taiwan, Buick China, Jacobs Coffee China, Cathay Pacific Hong Kong, Samsung Korea Project	96.8	Amway Artistry China Project	96.4	287
2	3	Leo Burnett	Shiseido China Project, Huarun Painting China, Marster Kong China Project, Nike China, Daimler Taiwan Project	73.2	KEI Industries India Retainer	72.9	222
3	2	Publicis	Daybit Korea Project, Property Finder Asia Pacific, Shiseido Cle de Peau Beaute Global Japan Project, Swisse Australia, MeadJohnson China Project	68.4	MakeMy Trip India	68.1	155
4	4	J Walter Thompson	Shimizu Thailand, Marks & Spencer (M&S) India, Colorbar India, SANA Namerakahonpo Thailand	60.0	Shell Global	48.1	256
5	5	Isobar	Suzhou Yanload Hong Kong Project, Siemens Home Appliances China Project, Cathay Pacific ACAP Chivas China Project, Village House Japan Project, Nikkei Japan Project, China Merchants Bank China Project	45.7		45.7	233
6	6	Saatchi & Saatchi	Vivo Singapore, Edelweiss India, Union Bank of India India, Volkswagen New Zealand, TCS-iON India	31.9	Automotive Client	31.3	56
7	8	McCann WorldGroup	Mazhavil Manorama India, Geojit Financial Services India, Grande Asset Thailand	31.5	Cathay Pacific Global	29.3	213
8	9	DDB	Ford Global, MARS International India, Perodua Malaysia, DiDi China	51.7	Samsung Electronics visual display Global	28.9	190
9	7	Dentsu	Inbisco/Vouno (Le Minerale) Philippines Project, Pilmico Farms (YOLO) Philippines, Sun Life Vietnam Project, Puma China Huawei China China Project, Clinique China Project, Senoko Singapore Project, Cathay Pacific Hong Kong, Huawei China China Project	29.8	Uber India Project	28.5	141
10	21	BBDO	Pharameasy India Retainer, Modern Bread India Retainer, ITC India Retainer, Electronic Products India PropertyGuru Malaysia, UEM Sunrise Malaysia, Marriot International group Malaysia, Kimberly Clark Global	61.2	PepsiCo Australia	27.5	28
11	13	VMLY&R	Sheridan Australia Project, Amgen Asia, PepsiCo Beverages Australia	22.5	BRAND'S Suntory Thailand	17.2	71
12=	12	Digitas	Oroton Australia, National Heart Foundation Australia, Poh Heng China, SelfWealth Australia, The National Heart Foundation Australia	13.6		13.6	50
12=	10	MullenLowe Group	FIBA World Cup China, MetLife Japan, Wine Australia	14.1	Macquarie University Australia	13.6	21
14	11	FCB	Converse Global, Marubi China	12.6	Volkswagen New Zealand	12.2	19
15	14	TBWA	Mumbai Games India, Plush Australia, Jack Daniels Australia, Axiata Group Malaysia	14.7	Oroton Australia	8.8	14
16	15	Havas Worldwide	Western Union Global, AB InBev Beck's Ice India	12.9	Craveable Brands Australia	8.1	29
17	17	R/GA		5.6		5.6	6
18	18	Wieden & Kennedy		1.8		1.8	2
19=	19	M&C Saatchi		1.4		1.4	5
19=	16	BBH		1.4		1.4	2
						572.0	2,199

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	Vivo India, Hilton Hotels & Resorts Global, Little Red Book China, Mars Global	56.2	GSK Asia Pacific	39.8	50
2	12	Zenith	GSK Asia Pacific, Nestle SE Asia, MyGlamm(Performics) India Digital AOR, HDFC Life India	37.8	Amway China	34.2	37
3	3	Wavemaker	JinRi Toutiao China, Huawei Australia, JALA China Planning AOR, Tempo Scan Group Indonesia	47.5	United Airlines Global	29.1	115
4	4	Universal McCann	Village House Japan, Blue AVIVA Hong Kong, Hong Kong Telecom Hong Kong Project, Nestle Australia	32.3	Cathay Pacific Global	28.4	49
5	10	Havas Media	China Telecom China, JDE China, Voltas Beko Appliances India AOR-Integrated, Oyo Rooms India Media AOR	23.6	CapitaLand Singapore	19.6	75
6	21	Dentsu Aegis Network	Intel Global, United Airlines Global	15.6		15.6	37
7	6	dentsu X	Coolwinks.com India	25.0	Australian Fed Gov Australia	14.1	137
8	13	OMD	McDonald's China, Mobistar India, Activision Australia, Kayak Hong Kong	27.0	Intel Global	14.0	48
9-	8	Carat	ALP Victoria Australia, Australian Digital Health Agency Australia, Karmarts Public Company Limited Thailand, Gov of West Australia	35.7	Amway China	13.0	170
9-	7	Spark Foundry	Mondelez APAC, Lenovo Global, Marriott Global	13.0		13.0	12
11	2	Mindshare	Amway China, RinggitPlus.com Malaysia, Unilever India AOR (Digital), China Sports Lottery China	52.0	GSK Asia Pacific	12.5	148
12	9	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	20	Starcom	BMW China, Singapore Govt Singapore, Nykaa India, TANGS Singapore	25.0	Tourism Authority of Thailand Thailand	9.9	33
14	11	Initiative	Officeworks Australia, Anchor Electricals India, Under Armour Australia, PTT Corporation Thailand Project	12.8	Hyundai Australia	9.5	56
15	5	PHD	Hong Kong Jockey Club Hong Kong, ComTruth Communication Consultants Taiwan, ComTruth Communication Consultants Taiwan Project, Sanyang Motor Co., Ltd Taiwan Project	22.3	GlaxoSmithKline Global	8.6	59
16	14	WPP(Team Energy)	BP Global	3.0		3.0	1
17	15	M2M	British Motors Hong Kong, Hyundai Australia, Republic Biscuits Corp Philippines	2.8		2.8	4
18	16	Blue 449	PZ Cussons ANZ, Spark Networks Australia, Perfetti China, Australian Super Australia	2.7	Western Sydney University Australia	1.0	6
19	17	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
20	18	MullenLowe MediaHub	Commonwealth Superannuation Corporation Australia, Union Pay Singapore, Saic Maxus China Project, Crust Pizza Australia	0.6	7-Eleven Philippines	0.3	17
						289.4	1,266

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.