

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 2015

| 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            | Bae Systems Singapore, Yuhan Korea, Techcode China                               | 79.9                                 | Midea International Hong Kong  | 73.6                                    | 484        |
| 2               | 2               | McCann WorldGroup | Nestle Philippines Project, Thermos Japan Project, Bangkok Airways Thailand      | 63.6                                 | Lipitor Indonesia              | 57.3                                    | 413        |
| 3               | 3               | DDB               | Nippon China Project, Lego Korea, KVB China Project                              | 50.9                                 | Yuhan Korea                    | 44.6                                    | 259        |
| 4               | 4               | Y&R               | Monash University Australia, Tatts Group Australia Project, Hiland India Project | 50.6                                 | Bacardi Breezer Thailand       | 42.8                                    | 140        |
| 5               | 6               | Leo Burnett       | Hilton (CN,JP,KR,SG), Boost Korea Project, SFA Japan                             | 45.2                                 | Anta Sportswear China          | 41.2                                    | 226        |
| 6               | 5               | J Walter Thompson | Kinetic Super(Digital) Australia, Pepsi Weidongli Water China                    | 44.9                                 | Singapore Tourism Global       | 37.3                                    | 250        |
| 7               | 7               | Dentsu            | Qantas Australia, Metlife Korea Project, QiKU (Digital) India                    | 38.9                                 | Junlebao China                 | 32.9                                    | 251        |
| 8               | 8               | BBDO              | Great Northern Australia, Honda Civic Thailand, Bacardi Japan                    | 37.5                                 | General Mills India            | 29.4                                    | 74         |
| 9               | 9               | Publicis          | Proya China Project, Jing Dong China Project, ChangAn China Project              | 28.8                                 | Cebu Pacific Philippines       | 24.0                                    | 287        |
| 10              | 11              | TBWA              | Singapore Tourism Global, Siemens Appliances China, GoDaddy China                | 23.8                                 | Tigerair(Social) Singapore     | 21.9                                    | 148        |
| 11              | 10              | Mullen Lowe       | Market Places India, Voonik Tech India, RSPL Brands India                        | 21.7                                 | The Laughing Cow Vietnam       | 17.0                                    | 95         |
| 12              | 13              | Grey Group        | Zovirax Australia, Hotels.com Singapore, Vingroup Vietnam Project                | 17.7                                 | Kellogg's Singapore            | 16.3                                    | 102        |
| 13              | 14              | M&C Saatchi       | Menulog Australia, Jasmeet Marwah India Project, Ru Films India Project          | 10.8                                 | Nando's India                  | 9.3                                     | 29         |
| 14              | 12              | Saatchi & Saatchi | Canadian International School Singapore, Toyota Corolla Australia                | 11.5                                 | Siemens Appliances China       | 7.8                                     | 12         |
| 15              | 15              | SapientNitro      | Bond University Australia, Riot Games China, Huai Wei China Project              | 5.6                                  | Arden Leisure Australia        | 5.3                                     | 15         |
| 16              | 16              | Wieden & Kennedy  | Milka APAC, Nurofen APAC   | 3.5                                  |                                | 3.5                                     | 3          |
| 17              | 17              | Havas Worldwide   | Citroen Australia, Mercedes-Benz vans Australia, Danone yogurts Australia        | 4.7                                  | Finance Client                 | 2.4                                     | 6          |
| 18              | 18              | FCB               | Volkswagen New Zealand, Bosch Power Tools Asia, Hisense(Vidda) China             | 3.0                                  | Philippine Airlines Philippine | 1.3                                     | 3          |
| 19              | 19              | Iris              | Fiji Airways APAC, PZ Cussons APAC   | 1.2                                  |                                | 1.2                                     | 2          |
| 20              | 20              | Bates             | AIA Singapore, Volkswagon Taiwan, Kelzai Secrets India                           | 1.3                                  | DEN Network India              | 0.9                                     | 3          |
| 21              | 21              | BBH               |  | 0.0                                  | Viber Media India              | -6.8                                    | 0          |
|                 |                 |                   |  |                                      |                                | 463.2                                   | 2,802      |

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 2015

| 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               | 3               | PHD               | Unilever Greater China, Hawaii Tourism China, The Garvan Institute Australia | 51.2                                 | Banyan Tree Singapore             | 49.0                                    | 74           |
| 2               | 1               | Carat             | Mondelez APAC, Union Pan Exhibition Thailand, Jacob Douwe Egbert Thailand    | 53.3                                 | BMW China                         | 44.7                                    | 391          |
| 3               | 8               | Mindshare         | Unilever Asia(Ex Greater China), Pizza Hut Korea, ALTX India                 | 48.7                                 | DTCM Dubai                        | 38.6                                    | 105          |
| 4               | 2               | Starcom MediaVest | Coca-Cola Thailand, NTUC First Campus Singapore, Unisim Singapore            | 39.5                                 | GSK APAC                          | 33.2                                    | 49           |
| 5               | 7               | ZenithOptimedia   | Mercedes-Benz China, Scoot Airline China, LVMH Korea                         | 30.9                                 | Warner Bros Singapore             | 26.6                                    | 100          |
| 6               | 4               | Universal McCann  | Optus Australia, JNJ APAC, Malaysia Airlines Malaysia, H&M Japan             | 32.4                                 | Tempur Japan                      | 25.1                                    | 189          |
| 7               | 5               | MediaCom          | Koovs India, MPA Singapore, General Mills Thailand                           | 28.5                                 | Slater & Gordon(Buying) Australia | 23.0                                    | 88           |
| 8               | 6               | Dentsu Media      | Disney SEA, Baidu China, Bridgestone Korea, Acura Brand Promotion China      | 22.8                                 | Indosat Indonesia                 | 19.4                                    | 200          |
| 9               | 9               | Havas Media       | DTCM Dubai, Lemon Square China, CIMB Niaga Indonesia                         | 24.6                                 | Shyam Telecom India               | 18.2                                    | 89           |
| 10              | 11              | OMD               | Under Armour Australia Project, Telenor India, Jotun Thailand                | 36.8                                 | iiNet Australia                   | 11.1                                    | 142          |
| 11              | 10              | Vizeum            | Greater Australia, Merck Malaysia, Krung Thai Bank Thailand                  | 16.5                                 | LVMH Korea                        | 10.0                                    | 128          |
| 12              | 13              | BPN               | Samsung Life Insurance Thailand, Smart Telecom Philippines, PLDT Philippines | 3.3                                  |                                   | 3.3                                     | 5            |
| 13              | 14              | Initiative        | Simplot Foods Australia, DKSH Thailand                                       | 6.9                                  | CIMB Niaga Indonesia              | 1.3                                     | 32           |
| 14              | 12              | MEC               | N.V Group Taiwan, Traveloka Thailand, Campari Australia                      | 15.4                                 | Mercedes-Benz China               | -3.8                                    | 134          |
| 15              | 15              | Maxus             | Polytron Indonesia, Holcim Cement Indonesia, Otterbox China                  | 4.3                                  | Disney SEA                        | -7.1                                    | 17           |
|                 |                 |                   |  |                                      |                                   | <b>292.7</b>                            | <b>1,743</b> |

### METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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