

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 2016

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	QSR Brands Malaysia Project, Karnataka Tourism India Project, BHP Australia Project	119.6	TBZ India	115.2	522
2	4	McCann WorldGroup	Qualcomm China, CISCO India, C'estbon Beverage (Lemonade and Mineral Water) China	63.1	VIP India	61.9	494
3	3	Isobar	Panasonic India Digital Project	61.1		61.1	277
4	2	Publicis	20th Century Fox Korea, Ausnutrition China, Huawei China Project	60.0	FMCG Client China	58.4	279
5	6	DDB	Western Bulldogs Australia Project, Disney Australia Project, Hennessy China	57.2	Vita Tea China/Hong Kong	55.1	291
6	5	Y&R	Cool Pad Technology China, Pepsi Nutrition China, JTI Indonesia	56.9	Revlon Australia	54.8	158
7	7	TBWA	Carver Korea, Adidas China Project, Vida Nutriscience Philippines	48.6	TAB Australia	46.3	158
8	8	Dentsu	FundsIndia.com India, Hug Innovations India	40.5	Weet-Bix Australia	38.0	183
9	10	J Walter Thompson	Heineken Thailand, Apollo Boutique India, Air Asia India	39.8	KT&G Korea	34.4	299
10	9	Saatchi & Saatchi	Hero MotoCorp India, Nestle Vietnam Project, MasterCard Advisers	33.8	Emirates Indonesia	31.8	99
11	11	Leo Burnett	Cadillac CT6 China, Huawei Hong Kong Project, Iselect Australia, Twinings Australia	27.0	Woolworths Australia	23.1	159
12	12	Mullen Lowe	Bajaj Corp India, Vaya Life India, Biba Apparels India	22.3	Axis Bank India	22.3	68
13	13	Cheil	Nissan Infiniti Motor (Digital) China, Bata India	19.3	Pfizer Korea	18.4	60
14	19	Havas Worldwide	StudioCanal Australia, Pedder Group Hong Kong, Lotte Choco Pie Indonesia Project	12.0	Pizza Hut Indonesia	8.0	33
15	14	Grey Group	P&G Australia Project, ABI China Project, BMW India Project	11.1	Melbourne Racing Club Australia	7.4	115
16	15	FCB	OCBC Malaysia, Merino Group India, AVT Premium India	8.0	DTDC India	7.3	18
17	16	BBDO	La Trobe University Australia, Mattel Australia, Vita Tea China&HK	9.7	Foxtel Australia Project	5.1	13
18	17	M&C Saatchi	Bridgestone Tires APAC, Woolworths Australia, Celcom Malaysia	4.7		4.7	15
19	18	Fred & Farid	Sephora China, Mondelez China Project, Vivo China	7.0	Car Client China	4.6	4
20	20	VML	Pizza Hut Delivery(Branding, ATL,Digital) Indonesia, New Balance Global	3.3		3.3	7
21	21	DigitasLBI	Shangri-La Hotels and Resorts Global, Orient Electric India, Piaggio's Aprilia India	3.0		3.0	3
22	22	Wieden & Kennedy	AB InBev - Corona China, Delhi Tourism India, Net Dragon China	1.6		1.6	3
23	23	McGarryBowen	Brand USA tourism APAC, Acura NSX Singapore Project	1.0		1.0	4
24	24	SapientRazorfish	Hugo Boss(Digital) APAC	1.0	Car Client India	0.6	5
25	25	BBH	Shangri-La Hotels and Resorts Global, Snapdeal India	0.8	Dulux Australia	0.0	3
						667.5	3,270

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 2016

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	Yili(Planning and Content) China, HSBC (Online) Australia, L'Oreal Korea	74.9	TNZ Australia	64.2	196
2	2	Zenith	21st Century Fox APAC, Henkel China, Reckitt Benckiser Malaysia	62.0	Huawei Kuwait	54.0	89
3	5	OMD	Henkel GCC/Lebanon/Iran, Tabcorp Australia, Frucor Australia	45.7	Bakers Delight Australia	38.4	129
4	3	PHD	SAP Thailand, ExxonMobile Thailand Project, First Financial Holding Taiwan Project	40.5	MYOB Australia	38.3	74
5	4	Carat	DreamWorld Thailand, Triumph Motorcycles Australia, Ministry of Energy Thailand	36.7	OCBC Bank Singapore	34.7	404
6	6	Dentsu Media	Japan National Tourism Organization Malaysia, FTMS China Project	24.7	Amex Japan	22.5	245
7	9	MEC	Tempo Scan Group (Planning) Indonesia, Vistaprint India, Chang Beer Vietnam	17.8	Lenovo Malaysia	14.3	159
8	8	Initiative	Maybank MY/SG/ID/PH, Century Tuna Philippines, Continental Tire China,	14.4	McPherson's Australia	13.7	61
9	7	Vizeum	Arnott's Thailand, Sino-Pacific (ProFresh) Thailand, BAOJI Thailand Project	14.4	StudioCanal Australia	13.6	75
10	11	MediaCom	News Corp Australia, British American Tobacco Indonesia, Adjavis India	46.6	Hitachi Japan	12.2	94
11	10	Havas Media	StudioCanal Australia, Lotte Choco Pie Indonesia Project, Afterpay Australia Project	14.8	Indofood Indonesia	10.1	123
12	12	Universal McCann	FitBit Regional, Glutamax Philippines, NCSS (Speak Up) Singapore	25.2	News Corp (Digital) Australia	3.9	114
13	13	Mediavest Spark	Diageo Australia, Apply Direct Australia, Bayer Malaysia Project	3.1		3.1	8
14	-	Blue 449	Maserati ANZ, Rugby League World Cup Australia, Masterpet Australia	2.6	pfizer(Strategy, Planning And Digital)	1.5	7
15	14	Starcom	Electronic Arts IN/SG/NZ/HK, Welcron Group Korea, Hackers Korea Project,	11.6	Tempo Scan Group (Planning)	1.2	54
16	15	Maxus	Pernod Ricard India, Janalakshmi Financial Services India	3.3	ALDI Australia	-1.8	12
						<b>323.7</b>	<b>1,844</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.