



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Spring Singapore Project, Merck China Project, HP China Project	73.2	Midea International Hong Kong	66.9	448
2	2	McCann WorldGroup	AMP Shopping Centres Australia Project, Airmate China, UnionPay China Project	61.8	Lipitor Indonesia	56.4	383
3	3	DDB	Haday Group China Project, KaiXin Second-hand Car China, Ministry of Education	47.6	ICICI Lombard India	41.6	240
4	4	Y&R	GKB Rx Lens India, Nitto Denko Japan Project, Danone Indonesia Project	45.9	Bacardi Breezer Thailand	38.1	128
5	5	J Walter Thompson	Double A China Project, Fila China, Century LED India	42.2	AKUH Pakistan	36.5	232
6	6	Leo Burnett	Cadillac Korea, P&G Hong Kong Project, General Mills India	40.2	Anta Sportswear China	36.2	197
7	8	Dentsu	Wanglaoji China, Dongfeng Nissan Brand China, Wooricard Korea Project	34.0	Junlebao China	28.1	220
8	7	BBDO	Helloworld Australia, Bacardi Breezer Thailand, Red Bull Thailand Project	33.8	General Mills India	26.0	69
9	9	Publicis	Bulla Australia, Phicomm China Project, Heineken India	26.8	Cebu Pacific Philippines	22.0	264
10	10	Mullen Lowe	Tata Global Beverages India, TVS Sport India, Mobizz India	20.1	GKB Rx Lens India	14.6	89
11	12	TBWA	Dayou Winia Korea, Strong Food China Project, Thakral China Project	11.6	Tigerair(Social) Singapore	9.7	82
12	11	Saatchi & Saatchi	Toyota Corolla Australia, Geely Car China, Hamdard India	11.5	Carlsberg Beverages India	9.0	12
13	13	Grey Group	Cure Brain Cancer Foundation Australia, FOX Sports Singapore Project	9.9	Kellogg's Singapore	8.6	32
14	14	M&C Saatchi	Funbars Hospitality India, DS Group India Project, BWS Australia	8.5	Nando's India	7.0	25
15	15	SapientNitro	Bond University Australia, Riot Games China, Huai Wei China Project	5.6	Ardent Leisure Australia	5.3	15
16	16	Wieden & Kennedy	Milka APAC, Nurofen APAC	3.0		3.0	2
17	17	Havas Worldwide	Citroen Australia, Mercedes-Benz vans Australia, Danone yogurts Australia	4.7	Finance Client	2.4	6
18	20	FCB	Volkswagen New Zealand, Bosch Power Tools Asia, Hisense(Vidda) China	3.0	Philippine Airlines Philippine	1.3	3
19	18	Iris	Fiji Airways APAC, PZ Cussons APAC	1.2		1.2	2
20	19	Bates	Volkswagon Taiwan, Kelzai Secrets India	0.8	DEN Network India	0.4	2
21	21	BBH		0.0	Viber Media India	-6.8	0
						407.6	2,451

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Carat	Mondelez APAC, Xiwang (Planning) China, Sistema India	52.4	Simplot Foods Australia	43.0	380
2	2	Starcom MediaVest	Coca-Cola Thailand, AirAsia SEM Malaysia, AbInBev India	39.2	GSK APAC	32.9	47
3	3	PHD	Slater & Gordon(Buying) Australia, Spotify Australia, Glaxo Smith Kline Singapore	27.7	Jenny Craig Australia	25.7	59
4	10	Universal McCann	JNJ APAC, Malaysia Airlines Malaysia, H&M Japan	30.2	Tempur Japan	22.9	188
5	7	MediaCom	Bayer Japan, Future Group India	28.2	Slater & Gordon(Buying) Australia	22.7	84
6	6	Dentsu Media	Baidu China, Bridgestone Korea, Acura Brand Promotion China	21.1	Indosat Indonesia	17.7	187
7	11	ZenithOptimedia	Chery Auto China, Biostime (Digital) China, Droom India	18.5	Warner Bros Singapore	14.2	91
8	4	Mindshare	General Mills APAC, Lee Kum Kee China, Kellogs Pakistan, F&N Dairies Thailand	22.6	Ubank Australia	14.0	80
9	8	Havas Media	Indosat Indonesia, HolidayIQ.com India, BlueStone.com India	19.7	Shyam Telecom India	13.5	73
10	9	Vizeum	Merck Malaysia, Krung Thai Bank Thailand, Srei's India	15.0	Jet Airways India	10.0	123
11	5	OMD	Infiniti Hong Kong, Pacsafe Hong Kong, InnoGames New Zealand	32.6	JNJ APAC	8.4	115
12	14	MEC	China Mobile/Migu (China), Calvin Klein APAC, Danone Brands (Offline)	14.1	BlueStone.com India	4.9	115
13	13	BPN	Samsung Life Insurance Thailand, Smart Telecom Philippines, PLDT Philippines	3.3		3.3	5
14	12	Initiative	Simplot Foods, DKSH Thailand	6.9	Coca-Cola Thailand	2.3	32
15	15	Maxus	Polytron Indonesia, Holcim Cement Indonesia, Otterbox China	4.3	Huawei Thailand	-6.4	17
						229.2	1,596

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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 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 for clients across the region.

For more details please write to greg@rthree.com