

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Okada Hong Kong Project, Bajaj Kratos 400 India, DTO Australia Project	111.5	TBZ India	107.4	492
2	4	Publicis	20th Century Fox Korea, Ausnutrition China, Huawei China Project	60.0	FMCG Client China	58.4	280
3	2	Isobar	Panasonic India Digital Project	58.0		58.0	262
4	3	McCann WorldGroup	Chevrolet Australia Project, Mizuho Japan Project, Wanglaoji China Project	52.7	VIP India	52.1	444
5	5	Y&R	YouTube Indonesia, Shital Blanket India Project, Jagatjit Industries India	50.6	Revlon Australia	48.8	145
6	6	DDB	Coca-Cola(Fuze Tea, Minute Maid and Hi-C) Hong Kong, GSK Australia Project	48.5	Vita Tea China/Hong Kong	46.4	266
7	7	TBWA	Foxtel and Fox sports Australia, ASAHI Group New Zealand, Naver Vietnam Project	42.2	TAB Australia	39.9	135
8	10	Dentsu	FundsIndia.com India, Hug Innovations India	38.1	Weet-Bix Australia	36.0	179
9	8	Saatchi & Saatchi	Hero MotoCorp India, Nestle Vietnam Project, MasterCard Advisers	33.8	Emirates Indonesia	31.8	99
10	9	J Walter Thompson	CekAja.com Indonesia, Gowardhan Ghee and Go Cheese India, LUX Global	34.4	KT&G Korea	29.5	260
11	13	Leo Burnett	Cadillac CT6 China, Huawei Hong Kong Project, Diageo Australia Project	26.4	Woolworths Australia	22.5	154
12	12	Mullen Lowe	Bajaj Corp India, Vaya Life India, Biba Apparels India	22.3	Axis Bank India	22.3	68
13	11	Cheil	Nissan Infiniti Motor (Digital) China, Bata India	19.3	Pfizer Korea	18.4	60
14	22	Grey Group	P&G Australia Project, ABI China Project, BMW India Project	11.1	Melbourne Racing Club Australia	7.4	115
15	14	FCB	OCBC Malaysia, Merino Group India, AVT Premium India	8.0	DTDC India	7.3	18
16	15	BBDO	La Trobe University Australia, Mattel Australia, Vita Tea China&HK	9.7	Foxtel Australia Project	5.2	13
17	18	M&C Saatchi	Bridgestone Tires APAC, Woolworths Australia, Celcom Malaysia	4.7		4.7	15
18	16	Fred & Farid	Sephora China, Mondelez China Project, Vivo China	7.0	Car Client China	4.6	4
19	17	Havas Worldwide	Bank of Communications China, Uni Green Tea China, Monde Nissin Philippines Project	7.4	Pizza Hut Indonesia	3.7	15
20	20	VML	Pizza Hut Delivery(Branding, ATL,Digital) Indonesia, New Balance Global	3.2		3.2	5
21	19	DigitasLbi	Shangri-La Hotels and Resorts Global, Orient Electric India, Piaggio's Aprilia India	3.0		3.0	3
22	21	Wieden & Kennedy	AB InBev - Corona China, Delhi Tourism India, Net Dragon China	1.6		1.6	3
23	24	McGarryBowen	Brand USA tourism APAC, Acura NSX Singapore Project	0.8		0.8	3
24	23	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
						613.6	3,046



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

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1	1	Mindshare	Wearnes Motors HK, Southeast Asia Retail Philippines, FWD Insurance Vietnam	64.8	TNZ Australia	54.1	185
2	3	Zenith	Fiat Chrysler Automobiles China, Abbott China, ALDI Australia	55.8	Huawei Kuwait	47.8	85
3	2	PHD	Mediacorp DTV Singapore Project, LifeStar Thailand Project	40.5	MYOB Australia	38.3	69
4	5	Carat	DreamWorld Thailand, Triumph Motorcycles Australia, Ministry of Energy Thailand	35.8	OCBC Bank Singapore	33.9	361
5	4	OMD	Apollo Hospital India, NZ Defence Force New Zealand	39.9	Bakers Delight Australia	32.6	109
6	6	Dentsu Media	Japan National Tourism Organization Malaysia, FTMS China Project	21.4	Amex Japan	19.4	200
7	7	Vizeum	FWD Insurance, Disney on Ice Singapore, Arnott's Thailand	14.3	Sodastream Australia	13.8	73
8	8	Initiative	Maybank MY/SG/ID/PH, Lee Jeans Thailand, Indus league India	14.0	McPherson's Australia	13.3	54
9	11	MEC	Uber Taxi India, Red Bull Vietnam, Mitsubishi Air Thailand	15.7	Lenovo Malaysia	12.2	139
10	10	Havas Media	Sydney Airport Parking (Digital), Swiggy India, Sujata India, ABB China	14.2	Indofood Indonesia	9.6	115
11	14	MediaCom	Borgward China, AIA International HK, Cyber Security Authority Singapore	41.0	Hitachi Japan	6.6	89
12	9	Universal McCann	FitBit Regional, Borosil Glass Works India, Maybelline(Digital) Philippines	24.9	FCA China	5.1	109
13	12	Mediavest Spark	Diageo Australia, Apply Direct Australia, Foodworks Australia, Ezibuy Australia	3.0		3.0	7
14	13	Starcom	Red Energy Australia, Hagggle Australia, Queensland Resources Council Australia	11.0	NZ Defence Force NZ	2.4	51
15	15	Maxus	Permod Ricard India, Janalakshmi Financial Services India	3.3	ALDI Australia	-1.8	12
Telkomsel Indonesia, MTR Hong Kong, Apollo Hospital India						290.2	1,658

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.