



## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / July 2019

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	DDB	Haier China, Yoobee New Zealand, Lumino New Zealand, Amway China Project	48.3		48.2	133
2	2	Ogilvy	Japan Airlines SEA, Lazada Thailand, The Platinum Group Thailand Project	49.0	L.P.N DEVELOPMENT Thailand	47.0	167
3	3	Publicis	Haier China Project, Marster Kong China, Anti Cyberbullying Australia Project	39.1	DS China	37.9	137
4	4	BBDO	Gumtree Australia, Grab Philippines, Halza Singapore, Bumble India, Tennis Australia, Mercedes Benz China	26.3	Fonterra Brands Australia	24.8	42
5	5	Leo Burnett	Yili-Changyi China, VW China Project, Sweat Australia	24.2	CCB China	23.8	98
6	6	Digitas	Huawei China Project, UBS China Project	21.5		21.4	57
7-	7	Dentsu	Britannia Timepass India	19.7	Liby China	16.5	130
7-	8	Saatchi & Saatchi	Prayagh Nutri India, Visit Victoria Australia, Yongqing Fang China, MayLand Group China	16.5	Mondelez India	16.5	53
9	9	FCB	The Electoral Commission of New Zealand, Sharp Aquos Malaysia, RHB Premier Malaysia	13.9	GPI - Cavanders India	13.6	25
10-	10	Isobar	Pfizer Taiwan Project, Mead Johnson Nutrition Taiwan, CTBC Bank Taiwan	19.2	Unilever Cornetto China	10.9	129
10-	13	Wunderman Thompson	Friesland Campina Thailand, Dominos Pizza Malaysia, Siam Amazing Park Thailand	11.5	Eucerin	10.9	86
12	12	McCann Worldgroup	Star Cement India Project, LIFULL Japan Project, M4Marry India Project	14.4	Amway - Nutrilite China	10.2	100
13	11	VMLY&R	Samsung Mongolia Project, Big Bazaar India, SUD Life India, Roewe China, Yida China Project	9.0	Bayer Korea	8.5	49
14	14	TBWA	Fonterra Brands Australia, Hilton Hotels and Resorts Singapore, Singapore Airlines Global	7.0	Samsonite Malaysia	6.5	5
15	17	Havas Worldwide	Sydney Water Australia, PZ Cussons Australia, Shanghai Pudong Development Bank China Project	6.5		5.0	14
16	15	MullenLowe Group	ZEE5 Partners Global, USV Private Limited India, Tata Motors' Altroz India	6.9		4.8	13
17	16	R/GA	MSD Japan Japan Project, Pandora Jewelry China Project, UOB Singapore, Olam Singapore	4.1		4.1	4
18	18	M&C Saatchi	RedBus Indonesia, Smartone Hong Kong, Tab Australia, the Australian Olympic Committee(AOC) Australia	3.6	CIMB Malaysia Project	3.5	6
19	22	ThinkerBell	Lion Australia	2.8		2.8	4
20	19	Anomaly	Johnnie Walker Global	2.4		2.4	1
						<b>363.1</b>	<b>1,427</b>

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / July 2019

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	Tai Kang Insurance China, Mreferral Hong Kong, Hong Kong Property Services	65.1	Kellogg's Australia	63.5	186
2	2	Wavemaker	China Mobile, IG Markets Australia, Chubb Insurance Thailand	57.1	OCBC Indonesia	48.7	90
3	10	MediaCom	PlayStation SEA, eBay Australia, UNIQLO Thailand	31.9	Carnival Cruise Line Australia	28.8	87
4	3	OMD	Boehringer Ingelheim Vetmedica Global, Australian Turf Club Australia, Supercheap Auto New Zealand	31.3	Pizza Hut Vietnam	28.5	63
5	8	denstu X	Oplus Mobitech India, Honda Cars, Oppo Mobiles India	23.9	Enesis Group - Soffell Thailand	21.8	188
6	4	Universal McCann	Mattel Europe, Asia, Africa, Coca Cola South Pacific, Saregama India, Netflix Philippines	20.1	PPG Industries Inc. Australia	18.6	38
7	5	Spark Foundry	MGA Australia, The Today Business Australia, Australian Unity Australia	15.6		15.6	15
8	6	Havas Media	Changi Airport Group Singapore, Tinder India, Yes24 Korea	10.2	Fico Cements Vietnam	8.7	39
9	7	Charm Group	Volkswagen Group China, Chang Ba China	7.5		7.5	2
10	9	Zenith	Kellogg's Australia, Walmart Best Price India, City of Melbourne Australia	7.8	M1 Singapore	5.9	20
11	12	Vizeum	Lazada Limited Thailand Contract, Sino-Pacific Trading (Thailand) Co Ltd Thailand Contract, EASY BUY Public Company Limited Thailand Contract	6.0	Komoco Motors Pte Ltd Singapore	4.2	35
12	11	Initiative	KPMG Australia, Carnival Cruise Line Australia, Swinburne University Australia, RSH Global Pvt Ltd India	5.4	Cancer Council NSW Australia	4.2	16
13	-	Carat	The South Australian Government	14.4	Super Retail Group Australia	2.7	91
14	13	Madison Media	Marico India, Marico Media India	2.0		2.0	1
15	14	Atomic 212	Spirit of Tasmania Australia, NT government Australia, Charles Darwin University Asia Pacific	1.7		1.7	4
16	-	Starcom	Zivame, Novartis Global, Medlife India, Mobile Premier League India	7.1	Kicks	1.1	13
17	15	Ikon	Lindt Australia, Metagenics Australia	0.8	MGA Entertainment Australia	0.6	2
18=	16=	Cummins&Partners	Jenny Craig Australia	0.8	Allianz Australia	0.5	2
18=	16=	Essence	UpGrad India	0.5		0.5	2
18=	16=	MediaHub	JWH Australia, CSR Australia	0.5		0.5	2
						<b>228.8</b>	<b>932</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.