

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Ogilvy	Kimberly-Clark APAC, Dairy Farm Regional, Wyeth Singapore Project	81.3	L.P.N Development Thailand	79.3	228
2	2	DDB	Dairy Farm Asia Pacific, Gardens by the Bay Singapore, BMW Singapore	55.9		55.7	153
3	4	Publicis	Beiersdorf Nivea Global, Bacardi China, Lladro China Project	49.0	DS China	47.8	180
4	3	Wunderman Thompson	Oppo India Project, Chowringhee Residency India, Tata - Metaliks India Project	49.7	Bayer OTC brands Global	46.2	154
5	5	Digitas	Cargill China Project, Marriot China Project, Bridgestone China Project	33.2		33.2	82
6	6	Dentsu	CitiPower, Powercor Australia, Charles Sturt University Australia, Patties Australia	34.3	Harman Kardon India	31.0	275
7	7	Leo Burnett	YF Life Insurance Hong Kong Project, WeBank China Project, Tinder India	30.7	BMW Singapore	30.0	142
8	8	BBDO	Gumtree Australia, Grab Philippines, Halza Singapore, Bumble India, Tennis Australia, Mercedes Benz China	26.3	Fonterra Brands Australia	24.8	42
9	9	Saatchi & Saatchi	Entertainment Network India Project, Milklane Dairy India, High Performance Sport NZ Project	18.7	Mondelez India	18.6	65
10	10	McCann Worldgroup	Coke Digital China Project, SC Capital Thailand Project, Google - Leads Generation Hong Kong Project	21.2	Amway - Nutrilite China	16.3	180
11	12	Havas Worldwide	Japan Airlines India, Pfizer India, Harman Kardon India	13.3		11.9	42
12	13	Isobar	Pfizer Taiwan Project, Mead Johnson Nutrition Taiwan, CTBC Bank Taiwan	19.2	Unilever Cornetto China	10.9	129
13	11	FCB	DARLIE Malaysia, PERKESO Malaysia Project, RHB Singapore Project	15.1	Beiersdorf Nivea Global	9.8	30
14	16	M&C Saatchi	GVIDO Global Japan, SARABIO Japan, Ten Ten Japan Project	9.4	CIMB Malaysia Project	9.3	23
15	15	TBWA	IKEA Singapore, Optus roster Australia, Great Northern Australia	9.3	Samsonite Malaysia	8.8	9
16	14	VMLY&R	Samsung Mongolia Project, Big Bazaar India, SUD Life India, Roewe China, Yida China Project	9.0	Bayer Korea	8.5	49
17	17	MullenLowe Group	Bayer OTC brands Global, Marico's Saffola India, ZEE5 Partners Global	9.2	91 Street Media Technologies India	7.1	15
18	18	R/GA	Schroeders APAC, Pandora Jewelry China Project, UOB Singapore, Olam Singapore	4.9		4.9	5
19	-	arkr Group	BMW Project, FrieslandCampina Project, Semir	4.4		4.4	44
20	19	Channel T	Dulux Trade & Consumer activation, Victorian State Government Rural and Regional Victoria	3.9		3.9	8
						514.8	2,061



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Royal Caribbean Cruises China, Volvo China Project, FoodPanda Taiwan Project	76.4	L'Oreal Vietnam	73.4	230
2	4	MediaCom	Hotels.com Japan, Home Aegis China, Chloe Search China	39.6	Skechers India	36.7	101
3	3	OMD	Australian Turf Club Australia, Nestle brands Hong Kong, Agoda Taiwan Project	42.9	Danone Waters China	35.8	86
4	2	Wavemaker	AXA Global, L'Oreal Philippines, China Mobile, IG Markets Australia, Chubb Insurance Thailand	59.6	Danone Early Life Nutrition China	35.2	92
5	5	Universal McCann	Optus Australia, Amway Japan, David Jones Australia	30.6	PPG Industries Inc. Australia	28.9	57
6	7	Spark Foundry	Danone Early Life Nutrition China, Danone Waters China, WOTIF Australia	23.7	CMC Markets Australia	23.7	19
7	6	denstu X	Oplus Mobitech India, Honda Cars, Oppo Mobiles India	23.9	Enesis Group - Soffell Thailand	21.8	188
8	11	Zenith	WeWork India, H&M Australia, Alt Balaji India, The Lux Group Australia Project	21.6	M1 Singapore	19.6	28
9	9	Charm Group	Volkswagen Group China, Chang Ba China	12.5		12.5	3
10	8	Havas Media	TripAdvisor Australia, Pizza Hut Indonesia, Moen China	17.7	AXA Global	8.4	59
11	10	Initiative	KTB Thailand, 1MG Technologies India, Bausch & Lomb Thailand	10.6	Maxis Malaysia	7.6	47
12	12	Vizeum	Jura coffeemakers Australia, TC Pharmaceutical Thailand, Government Housing Bank Thailand Project	8.0	WOTIF Australia	6.1	67
13	14	Starcom	Align Technology APAC, AB InBev Vietnam, AXA Hong Kong	13.6	Kicks	4.6	21
14	15	Madison Media	Racetrack.ai India, Marico Media India	2.3	Red Bull Sri Lanka	2.2	2
15	16	Atomic 212	Greater Bank Australia, Spirit of Tasmania Australia, NT government Australia	2.0		2.0	5
16	17	MediaHub	PGH bricks and pavers Australia, JWH Group Australia, Budget Car Rental (WA) Australia	1.8		1.8	6
17	19=	Cummins&Partners	Jenny Craig Australia	0.8	Allianz Australia	0.8	2
18	18	Ikon	Lindt Australia, Metagenics Australia	0.8	MGA Entertainment Australia	0.6	2
19	19=	Essence	UpGrad India	0.5		0.5	2
20	21	Slingshot	Daikin Australia	0.3		0.3	1
						283.9	1,201

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.