

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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, Levy Gorvy HK Project, Swire Properties HK Project	82.4	L.P.N Development Thailand	80.3	244
2	2	DDB	OPPO Singapore, PUB Singapore, LG Korea Project	67.6		67.4	185
3	4	Wunderman Thompson	Boost India, Poonawala Finance India, EY India	63.2	Bayer OTC brands Global	59.7	194
4	3	Publicis	Beiersdorf Nivea Global, AXA Global, Sephora China, IPSA China, VIVO China Project	56.4	DS China	54.9	204
5	6	Dentsu	CitiPower, Powercor Australia, Charles Sturt University Australia, Patties Australia	45.0	Liby China	41.9	355
6	5	Digitas	GSK China Project, VISA China, Clubmed China	39.7		39.7	99
7	7	Leo Burnett	Samsung Korea Project, Yili China, Nivea Korea	39.3	Samsung Australia	33.4	160
8	10	McCann Worldgroup	Bajaj Electricals India Project, Hanssem Korea Project, Jangsu Korea Project	37.7	Amway - Nutrilite China	32.4	216
9	8	BBDO	Demazin Australia, Gumtree Australia, Grab Philippines, Halza Singapore, Bumble India	26.8	Fonterra Brands Australia	25.0	43
10	9	Saatchi & Saatchi	Platinum Guild China Project, Yili - Guliduo China, Mars China Project	23.6	Mondelez India	23.5	76
11	12	Isobar	Pfizer Taiwan Project, Mead Johnson Nutrition Taiwan, CTBC Bank Taiwan	29.6	CITIC Credit Card China	18.7	182
12	11	Havas Worldwide	MTR Malls HK, REDOXON HK, PSA Groupe - Citroën India	15.8	Keventer India	14.3	47
13	14	M&C Saatchi	University of Sydney Australia, SALABIO Japan, Tourism Australia Japan	10.0	CIMB Malaysia Project	9.9	27
14	15	TBWA	IKEA Singapore, Optus roster Australia, Great Northern Australia	9.3	Samsonite Malaysia	8.8	9
15	17	MullenLowe Group	Singapore NAVY Singapore, SUTD Singapore, Marico's Saffola India	10.7	91 Street Media Technologies India	8.6	17
16	16	VMLY&R	Samsung Mongolia Project, Big Bazaar India, SUD Life India, Roewe China, Yida China Project	9.0	Marigold Malaysia	8.0	49
17	31	CHE Proximity	Samsung Australia	6.5		6.5	3
18	20	Channel T	Mondelez Australia, Department of Premier and Cabinet Australia	5.2		5.2	10
19	18	R/GA	Schroeders APAC, Pandora Jewelry China Project, UOB Singapore, Olam Singapore	4.9		4.9	5
20	19	arkr Group	BMW Project, FrieslandCampina Project, Semir	4.4		4.4	44
						599.7	2,428

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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	Royal Caribbean Cruises China, Volvo China Project, FoodPanda Taiwan Project	84.6	Allianz Ayudhya Thailand	81.1	260
2	3	OMD	Samsung Australia, Beiersdorf India, Allianz Malaysia	46.4	AB InBev Thailand	39.2	91
3	2	MediaCom	Hotels.com Japan, Renault China, HSBC Sevens Series Singapore	40.8	Skechers India	37.8	107
4	4	Wavemaker	AXA Global, L'Oreal Philippines, China Mobile, Perfetti van Melle China	61.9	Danone Early Life Nutrition China	37.2	94
5	5	Universal McCann	Dr Ci Labo Japan, Food Panda Philippines, Nomura Securities Japan	33.0	PPG Industries Inc. Australia	31.2	68
6	7	dentsu X	Maruti Suzuki India, Warner Bros Taiwan, Torrent Pharmaceuticals Limited India	26.6	iNova Taiwan	24.5	226
7	6	Spark Foundry	Danone Early Life Nutrition China, Danone Waters China, Robinson Department Store Thailand	24.3	CMC Markets Australia	24.2	23
8	8	Zenith	Hero MotoCorp India, Abbott China, Micron China, Taiwan, Japan, India	26.7	Abbott China	23.8	35
9	9	Charm Group	Volkswagen Group China, Chang Ba China	12.5		12.5	3
10	13	Carat	Amarin Fair Thailand, Thonburi Bamrungmuang Hospital Thailand, Fiskars Group Taiwan	29.3	Royal Caribbean Cruises China	11.7	186
11	10	Havas Media	FWD Singapore, Friesland Campina Singapore, Customer Care Products, Inc. Philippines	19.9	AXA Global	10.6	71
12	11	Initiative	Goodman Fielder Australia, Aussie Home Loan Australia, Reckitt Benkinser Singapore	14.2	Maxis Malaysia	10.4	60
13	13	Starcom	upGrad India, AB InBev Thailand, BMW Singapore	19.9	Samsung Australia	8.4	29
14	12	Vizeum	Allianz Ayudhya Thailand, Group SEB Thailand, T.C. Pharmaceutical Thailand	8.8	Foodpanda Singapore	6.8	79
15	15	Atomic 212	Greater Bank Australia, Spirit of Tasmania Australia, NT government Australia	2.0		2.0	5
16-	14	Madison Media	Racetrack.ai India, Marico Media India	2.5	Red Bull Sri Lanka	1.8	3
16-	16	MediaHub	PGH bricks and pavers Australia, JWH Group Australia, Budget Car Rental (WA) Australia	1.8		1.8	6
18	17	Cummins&Partners	Jenny Craig Australia	0.8	Allianz Australia	0.8	2
19-	20	Slingshot	Daikin Australia	0.3		0.3	1
19-	21	Kaimera	Matt Blatt, Yalumba	0.3		0.3	2
						324.7	1,390

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.