



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2020

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	Banpu Infinergy Co Ltd Thailand Project, KFP Hong Kong Project, Epson Taiwan	13.5		13.5	43
2	10	Saatchi & Saatchi	Foxtel Australia, Mondelez Biscuit China Project, Ferrero China Project	4.7		4.7	9
3	4	Publicis	Huawei - Digital China Project, Samsung eCommerce SEA, Yuxi China	4.6		4.6	16
4	3	Wunderman Thompson	Panasonic India, Panasonic's Air Conditioners South Asia, Heineken Amsterdam China Project	4.8		4.3	24
5	8	McCann Worldgroup	Al-Tyer Group Dubai India, Wildstone deodorant India, General Motors Japan	3.6		3.6	17
6	9	BBDO	Tourism Tasmania Digital Australia, Happy Bath Korea , Demazin Australia	3.5		3.5	15
7	15	MullenLowe Group	Department of Tourism Philippines , Philippine International Convention Center , Shakey's Philippines	3.0		3.0	5
8	2	DDB	McDonald's Australia digital , Hang Seng Hong Kong Project , Gravity Korea	4.8	Foxtel Australia	2.8	19
9	-	Sapient	Mercedes-Benz China Project	2.1		2.1	2
10	-	BBH	Jollibee Global	2.0		2.0	1
11	7	Leo Burnett	Volkswagen China Project , Uni-President China Project , McDonald's China Project	1.9		1.9	13
12	-	McGarryBowen	Asahi Super Dry Global	1.6		1.6	1
13	12	Havas Worldwide	AIRBUS China Project , William Grant & Sons India	1.3		1.3	8
14	-	Common Ventures	Tarocash Australia , Tarocash New Zealand	0.8		0.8	2
15-	21	ThinkerBell	SSangyong Motors Australia	0.5		0.5	1
15-	34	The Monkeys	Tourism Western Australia Australia	0.5		0.5	1
15-	77	Edge	Bupa Dental Australia	0.5		0.5	1
15-	-	Junkee Media	Netflix Australia Social	0.5		0.5	1
15-	-	Mango Communications	Sanulac Australia Social	0.5		0.5	1
15-	-	Stellar	Maison 21G Australia	0.5		0.5	1
						<b>53.2</b>	<b>206</b>



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2020

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	Yili China Digital Planning, Kasikorn Bank Thailand Project, Thai Airways(Search and Social)	6.8	Mondelez Australia	5.2	19
2	13	Starcom	Shanghai Disney Resort China, Abbott Taiwan, Laural Taiwan Project	2.2		2.2	4
3	12	Initiative	REPCO Australia, TCP Group Thailand, Wulling Indonesia	1.6		1.6	8
4	5	Universal McCann	Emirates Airlines Global	1.5		1.5	1
5	21	Ikon	Myer Australia	1.5		1.5	1
6	2	MediaCom	Hasbro Global, Citroën India, alibaba China	1.5	Goon Baby Diapers Thailand	1.5	3
7	3	Wavemaker	Mondelez Australia	1.3	Benetton India Digital	1.1	1
8	7	Spark Foundry	Ancestry.com Australia	1.0		1.0	2
9	6	dentsu X	HDFC Ergo General Insurance Singapore Buying, Benetton India Digital	0.5	Vitalon Taiwan	0.3	2
10	8	Zenith	Vitalon Taiwan	0.3		0.3	1
11	16	Madison Media	Dr. Fixit India	0.1		0.1	1
12	-	iProspect	VFS Global India	0.1		0.1	1
13	14	Vizeum		0.0	Abbott Taiwan	-0.2	0
14	179	PHD	Warner Bros Pictures Group Malaysia, Bayer Australia Digital, Warner Brothers Malaysia	0.5	AmorePacific China	-0.2	3
15	11	Havas Media	Kia India, NTUC FairPrice Singapore	1.6	Emirates Airlines Global	-0.4	2
16	4	OMD	UnionBank Philippines, Boehringer Ingelheim Animal Health Australia, Ngong Ping 360 Hong Kong	0.8	Hasbro Global	-0.5	4
17	10	Carat	AmorePacific China	0.6	Shanghai Disney Resort China	-1.0	1
						13.9	54

### 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.