



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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	Instagram Japan, Nike Korea, NCS Singapore	21.8		21.8	76
2	24	Isobar	TCL Electronics Global digital	10.2		10.2	3
3	21	VMLY&R	Intel Global, Amorepacific China Project, Mars China Project	13.1	McDonald's Australia digital	10.1	25
4	6	BBDO	Goretex Japan, Frabelle Philippines Project, Suntorypepsico Vietnam Project	9.8	Pag-IBIG Fund Philippines	9.5	26
5	13	Havas Worldwide	Yili Group China, Electricity Generating Authority Of Thailand Project, SAS India Project	8.3		8.3	22
6	8	DDB	McDonald's Australia digital , Star / Novidigital India Project, SkillsFuture Singapore	10.8	Streets Blue Ribbon Australia	8.3	38
7	11	Leo Burnett	GlaxoSmithKline Japan Project, Takeda Japan Project, Rolex Japan Project	7.3		7.3	37
8	3	Publicis	Danone China Project, Jun Le Bao China, Nestle_Starbucks China	7.0		7.0	30
9	4	Wunderman Thompson	Johnson & Johnson China, Unilever China project, Aqilliz Singapore project	6.7		6.2	42
10	2	Saatchi & Saatchi	HKIA Hong Kong Project, Melco Hong Kong Project, Chengdu ICC China Project	5.0		5.0	12
11	7	MullenLowe Group	Singapore Technology & Design Singapore, National Arts Council Singapore	4.1		4.1	8
12	10	BBH	Jollibee Global, WM Motor China	4.0		4.0	2
13	5	McCann Worldgroup	Al-Tyer Group Dubai India, Wildstone deodorant India, General Motors Japan	3.6		3.6	17
14	9	Sapient	Mercedes-Benz China Project, Marriott China Project, Huawei China Project	2.3		2.3	4
15	-	72andSunny	Budweiser SEA	2.0		2.0	1
16	12	McGarryBowen	Asahi Super Dry Global	1.6		1.6	1
17	14	Common Ventures	Tarocash Australia , Tarocash New Zealand	0.8		0.8	2
18=	15=	ThinkerBell	SSangyong Motors Australia	0.5		0.5	1
18=	15=	The Monkeys	Tourism Western Australia Australia	0.5		0.5	1
18=	15=	Edge	Bupa Dental Australia	0.5		0.5	1
						114.1	372

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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	6	MediaCom	Audi China Digital, Shanghai Volkswagen and Skoda China, PSA China	18.5	Goon Baby Diapers Thailand	18.3	18
2	10	Zenith	Vitalon Taiwan, Shanghai General Motors China	17.8		17.8	3
3	1	Mindshare	PepsiCo China, Resorts World Sentosa Singapore Digital, LINE BK Thailand	18.0	Mondelez Australia	16.5	29
4	-	OMD	Daimler China, Lisboa Grande China, INOVA Malaysia	17.9	Ancestry Australia	16.2	16
5	7	Wavemaker	Mondelez Australia, Daimler China	16.3	Vikram Solar India	15.8	2
6	-	PHD	Diageo Global, Warner Bros Pictures Group Malaysia, Bayer Australia Digital	7.2	AmorePacific China	6.4	9
7	-	GIC	Audi China Digital	5.0		5.0	1
8	3	Initiative	Pernod Ricard Australia, Aussie Home Loans Australia, Mistine Thailand	3.3		3.3	14
9-	2	Starcom	Shanghai Disney Resort China, Abbott Taiwan, Skyworth China AOR (Digital media), Bio-essence Taiwan	2.5		2.5	8
9-	-	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1
11	8	Spark Foundry	Ancestry.com Australia, Silverseas Cruises Australia, My Muscle Chef Australia	1.7		1.7	5
12	5	lkon	Myer Australia	1.5	Aussie Home Loans Australia	1.1	1
13	-	Havas Media	ACC Cement India, Smule India, Hoiana Hong Kong	2.8	Emirates Airlines Global	0.8	8
14	-	Thinkerbell	SsangYong Australia	0.3		0.3	1
15	4	Universal McCann	Emirates Airlines Global, Nike Korea, Safi Malaysia	2.7	Johnson & Johnson Aus & NZ	0.2	6
16	11	Madison Media	Dr. Fixit India	0.1		0.1	1
17	12	iProspect	VFS Global India	0.1		0.1	1
						97.3	127

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.