



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	Uncle Toby's Australia, Double 8 games Taiwan Project, Kuobrothers Taiwan Project	28.7		28.7	105
2	6	DDB	Coles Australia, McDonald's Australia digital , SkillsFuture Singapore	14.8	Streets Blue Ribbon Australia	12.3	39
3	2	Isobar	TCL Electronics Global digital	12.2		12.2	17
4	9	Wunderman Thompson	Danone Aqua Indonesia, Abbott Nutrition Singapore project, Estee Lauder China project	11.7		11.2	58
5	3	VMLY&R	Intel Global, Walmart China, DELL India, Masan Project, Amorepacific China Project	14.1	McDonald's Australia digital	11.1	34
6	4	BBDO	Yes Bank India, Idea India Projects, Rexona Unilever Indonesia	10.4	Pag-IBIG Fund Philippines	10.1	41
7	5	Havas Worldwide	Yili Group China, Electricity Generating Authority Of Thailand Project, SAS India Project	8.3		8.3	22
8	7	Leo Burnett	Prospect Hospitality Taiwan Project, AXA Hong Kong Project, Samsung Taiwan Project	8.0		8.0	44
9	14	Sapient	Mercedes-Benz China Project, Marriott China Project	7.8		7.7	10
10	32	Dentsu	Food Client Singapore	7.4		7.4	66
11	8	Publicis	General Mills -Haggendaz China Project, Sanofi Australia, Pepsico Foods Taiwan Project	7.4		7.4	42
12	10	Saatchi & Saatchi	HKIA Hong Kong Project, Ministry of Justice New Zealand Project, DHG Pharma Vietnam Project	5.1		5.1	14
13	11	MullenLowe Group	Singapore Technology & Design Singapore, National Arts Council Singapore	4.1		4.1	8
14	13	McCann Worldgroup	Life Insurance India Project, TV9 Bharatvarsh India Project, Bytedance (Tiktok) India Project	4.6		4.1	26
15	12	BBH	Jollibee Global, WM Motor China	4.0		4.0	2
16	-	TBWA	Coles Australia	4.0		3.9	1
17	15	72andSunny	Budweiser SEA	2.0		2.0	1
18	16	McGarryBowen	Asahi Super Dry Global	1.6		1.6	1
19=	26	Digitas	Chill Out Japan Project, HSBC Singapore Project,Samsung Consulting Singapore Project	0.8		0.8	14
19=	17	Common Ventures	Tarocash Australia , Tarocash New Zealand	0.8		0.8	2
						153.0	573

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	MediaCom	Audi China Digital, Shanghai Volkswagen and Skoda China, PSA China	18.5	Goon Baby Diapers Thailand	17.9	18
2	3	Mindshare	PepsiCo China, Resorts World Sentosa Singapore Digital, LINE BK Thailand	18.0	Mondelez Australia	16.5	29
3	4	OMD	Daimler China, Lisboa Grande China, INOVA Malaysia	17.9	Cholayil India	15.9	16
4	5	Wavemaker	Mondelez Australia, Daimler China	16.3	Vikram Solar India	14.8	2
5	2	Zenith	Vitalon Taiwan, Shanghai General Motors China	17.8		14.7	3
6	-	Carat	AmorePacific China, Mengniu China, Heineken China, Tapestry Inc. China	19.2	Shanghai Disney Resort China	13.6	64
7	7	CIG	Audi China Digital	5.0		5.0	1
8	-	dentsu X	HDFC Ergo General Insurance Singapore Buying, Benetton India Digital	11.1	Vitalon Taiwan	4.6	52
9	6	PHD	Diageo Global, Warner Bros Pictures Group Malaysia, Bayer Australia Digital	7.2	AmorePacific China	4.3	9
10	8	Initiative	Yakult Thailand, Pernod Ricard Australia, Aussie Home Loans Australia, Mistine Thailand	3.5		3.5	16
11	9=	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1
12	-	Vizeum	FMCG Client	2.0	Abbott Taiwan	1.8	17
13	11	Spark Foundry	Ancestry.com Australia, Silverseas Cruises Australia, My Muscle Chef Australia	1.7		1.7	5
14	9=	Starcom	Cholayil India, Shanghai Disney Resort China, Abbott Taiwan	2.8	Heineken China	1.4	9
15	12	Ikon	Myer Australia	1.5	Aussie Home Loans Australia	1.1	1
16	15	Universal McCann	Food Panda Thailand, Big C Digital Thailand, Seek Asia - Job Street Malaysia Project	4.0	Tapestry Inc. China	1.0	12
17	13	Havas Media	ACC Cement India, Smule India, Hoiana Hong Kong	2.8	Emirates Airlines Global	0.8	8
18	14	Thinkerbell	SsangYong Australia	0.3		0.3	1
19=	16	Madison Media	Dr. Fixit India	0.1		0.1	1
19=	17	iProspect	VFS Global India	0.1		0.1	1
						121.6	266

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.