



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	Luzhou Laojiao China Project, Facebook Singapore Project, Pizza Hut Hong Kong	39.2		39.2	160	
2	2	DDB	Johnson & Johnson Australia, Coles Supermarkets Australia Project, McDonald's Social Australia	40.4	Streets Blue Ribbon Australia	38.4	111	
3	6	Isobar	TCL Electronics Global digital, Danone India digital	22.8		22.8	68	
4	4	Wunderman Thompson	Ridgelinez Japan, Brand's Taiwan, HeroMoto - Design India Project	19.8		19.3	122	
5	3	Sapient	Mercedes-Benz China Project, Marriott China Project	18.9		18.8	17	
6	5	VMLY&R	Colgate-Palmolive India digital, Yili China Project, 3M - Scotch Brite Singapore Project	18.9	McDonald's Australia digital	15.9	81	
7	7	Publicis	GSK China, Raymond Realty India, Dior China, Terrazas China	15.7		14.9	87	
8	8	Leo Burnett	Daiichi Sankyo Japan Project, VOGO India, Thai Health Promotion Foundation Thailand Project	14.3		14.2	77	
9	10	Dentsu	Mobile Premier League's India, Lexus China, Honda China Project	13.5		12.4	122	
10	9	BBDO	JD.com China, Pepsi Black Campaign China Project, TA business Event China Project	12.6	Pag-IBIG Fund Philippines	11.5	56	
11	11	Havas Worldwide	Moen China, T3 Go China Project, Adobe Systems Software Ireland India	11.6	Tooheys Extra Dry Australia	10.6	36	
12	12	Saatchi & Saatchi	Danone China Project, OPPO China Project, Sensodyne Singapore Project	10.7		10.1	31	
13	13	McCann Worldgroup	SG (CPF) Singapore Project, Innocent Bystander Australia, Microsoft Hong Kong Project	8.1		7.6	68	
14	15	TBWA	Nintendo Switch China, Emerald Foods Australia, New Zealand Natural, League of Legends China	6.8		6.4	5	
15	14	MullenLowe Group	Citi Australia, Uber India, Hershey's India, Zydus Wellness Partners India	5.5		5.5	12	
16	16	BBH	Jollibee Global, WM Motor China	5.0		5.0	3	
17	18	Cummins & Partners	Sapporo Australia, Adore Beauty Australia, Red Cross Humanitarian Australia	5.1		4.6	11	
18	-	Channel T	Australian liquor marketers Australia, Ego Pharma Australia, Sorbent Australia	4.2		4.2	8	
19	17	72andSunny	Tooheys Extra Dry Australia, Budweiser SEA, Golden Circle Australia, Budweiser Singapore	3.5		3.5	4	
20	21	Grey Group	GSK Consumer Healthcare Australia digital and social	2.1		1.7	23	
						2020(Jan-Jun)	298.3	1,246
						2019(Jan-Jun)	329.0	1,255
						YoY Comparison:	-9.4%	-0.7%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	Airstar Bank Hong Kong, L'Oreal Hong Kong, Yili China Project	49.4	Diageo India	43.8	70
2	4	Wavemaker	Bytedance China, Tencent Holdings China, L'Oreal Indonesia, Religare Health Insurance India	29.0	Danone Malaysia	25.6	22
3	2	Carat	Pandora Jewellery Australia, Revlon Hong Kong, Mass Marketing Company Thailand	28.6	Porsche Taiwan	23.4	108
4	6	OMD	Danone Thailand, Remy Cointreau China, Natural Diamond Council China	23.3	McDonald's China (Planning)	19.0	55
5	5	Zenith	The Y Australia, Mobile Premier League India, DBS Bank Taiwan	21.6		18.4	10
6	3	MediaCom	SIE China, Duracell Global, Bank of China Hong Kong, Nivea China Digital, Good Doctor Indonesia	22.0	Genuine Parts Company Australia	16.2	41
7	7	WPP	Unilever China	10.0		10.0	1
8	11	dentsu X	Lark Singapore, ELCA Korea, Taiwan Tobacco & Liquor Corporation Taiwan	15.2	Vitalon Taiwan	8.6	130
9	-	PHD	Bytedance Singapore, Audemars Piguet Hong Kong, 3HK Hong Kong	19.2	AmorePacific China	6.5	50
10	8	Starcom	McDonald's China planning, Dyaco Taiwan, Mirae Credit Information Korea Project	8.4	Natural Diamond Council China	6.5	21
11	9	Initiative	Wacaol India, Ovaltine Indonesia, Natura Remadee Thailand Project	6.2	Revlon Hong Kong	5.9	27
12	10	CIG	Audi China Digital	5.0		5.0	1
13	12	Spark Foundry	Ancestry.com Australia, Silverseas Cruises Australia, Mondelez eCommerce China	5.2	Network 10 Australia	5.0	8
14	13	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1
15	14	Havas Media	Grab Indonesia, Ruang Guru Indonesia, Seedworks India, Mygate India OTT-Offline	5.1	Remy Cointreau China	2.5	17
16	15	Universal McCann	Energizer AU/PH/S Korea/MY, Otsuka Furniture (IDC) Japan, Food Panda Thailand	5.1	Tapestry Inc. China	2.2	17
17	16	Vizeum	Amway Holdings Berhad Malaysia, Excutive Yuan Taiwan, Nobel Biocare Taiwan	2.1	Abbott Taiwan	1.9	26
18	17	Ikon	Myer Australia	1.5	Pandora jewellery Australia	0.9	1
19	18	Haystac	Girl Guides Victoria Australia, Bensons Trading Australia	0.4		0.4	2
20	19=	Thinkerbell	SsangYong Australia	0.3		0.3	1

2020(Jan-Jun)	205.0	622
2019(Jan-Jun)	172.3	626
YoY Comparison:	19.0%	-0.6%

2020 Creative & Media (Jan-Jun)	503.3	1,868
2019 Creative & Media (Jan-Jun)	501.3	1,881
YoY Comparison:	0.4%	-0.7%

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 ADFX, 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

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