



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Singapore Police Force , Sheela Foam India , Yuan education China Project	30.4		30.4	117	
2	2	DDB	Union Bank of India , Amway 'Breakfast' China Project, Shapoorji Paloonji Project	22.8	Streets Blue Ribbon Australia	20.8	72	
3	9	Sapient	Mercedes-Benz China Project, Marriott China Project	18.2		18.1	12	
4	4	Wunderman Thompson	MengNiu China,Sugarlite APAC, Estee Lauder China Project	15.5		15.0	88	
5	5	VMLY&R	Adidas China digital, Telekom Malaysia, The Lee Brand Global	17.8	McDonald's Australia digital	14.8	48	
6	3	Isobar	TCL Electronics Global digital, Xiaomi China Project, Polestar Project	14.0		14.0	22	
7	8	Leo Burnett	Samsung Korea Project, Zuoyebang China, WeBank China	11.7		11.7	56	
8	11	Publicis	GSK China, Raymond Realty India, Yves Saint Laurent Korea Project	11.1		11.1	53	
9	6	BBDO	Brookvale Union Australia,	10.9	Pag-IBIG Fund Philippines	9.8	42	
10	10	Dentsu	Mobile Premier League's India, Lexus China, Honda China Project	8.9		8.9	71	
11	7	Havas Worldwide	Suzuki Motorcycle India, Lenovo India, William Grants India	8.4		8.4	33	
12	12	Saatchi & Saatchi	Pechoin China Project, Yili shuohuanai China, Yue Hui City China	6.5		6.5	19	
13	14	McCann Worldgroup	PVCP China Project, Reckitt Benckiser China Project, Pernod Ricard Taiwan Project	6.0		5.5	44	
14	15	BBH	Jollibee Global, WM Motor China	5.0		5.0	3	
15	13	MullenLowe Group	Uber India, Hershey's India, Zydus Wellness Partners India	4.5		4.5	11	
16	16	TBWA	Coles Australia, League of Legends China	4.5		4.4	2	
17	17	72andSunny	Budweiser SEA, Golden Circle Australia, Budweiser Singapore	2.5		2.5	3	
18	-	Cummins & Partners	Sapporo Australia	2.9		2.4	7	
19	18	McGarryBowen	Asahi Super Dry Global XL Home Indonesia , BP Castrol Indonesia Digital , Axis Indonesia Project	1.6		1.6	1	
20	38	M&C Saatchi		1.6		1.6	4	
						2020(Jan-May)	245.5	963
						2019(Jan-May)	283.2	976
						YoY Comparison:	-13.3%	-1.3%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Zhejiang Geely Auto Sales (Planning), Kangshifu China, Wildcraft India, Pttor Thailand Project	47.1	Diageo India	44.0	59	
2	3	Carat	Kangshifu Noodles China, Pandora Jewellery Australia	25.9	Stada Philippines	20.8	65	
3	2	MediaCom	SIE China, Nintendo China, Duracell Global	21.8	Genuine Parts Company Australia	19.5	29	
4	5	Wavemaker	Bytedance China, BDO Philippines, Mondelez India	19.9	Energizer AU/PH/S Korea/My	17.9	15	
5	4	Zenith	Mobile Premier League India, DBS Bank Taiwan, Vanke Property Hong Kong Project	20.7		17.6	8	
6	6	OMD	DPA China, Invocare Australia, Lindt China, FEDEX TNT Singapore, Daimler China	20.8	McDonald's China (Planning)	13.5	41	
7	7	WPP	Unilever China	10.0		10.0	1	
8	16	Starcom	McDonald's China planning, Kraft Heinz eCommerce China, British Council Korea Project	11.4	Heineken China	9.2	18	
9	9	Initiative	Genuine Parts Company Australia, Repco Australia, Pernod Ricard Winemakers APAC	6.1		6.1	23	
10	10	CIG	Audi China Digital	5.0		5.0	1	
11	11	dentsu X	HDFC Ergo General Insurance Singapore Buying, Benetton India Digital	11.2	Vitalon Taiwan	4.6	53	
12	12=	Spark Foundry	Ancestry.com Australia, Silverseas Cruises Australia, Mondelez eCommerce China	2.7	Network 10 Australia	2.5	7	
13	12=	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1	
14	14	Havas Media	Grab Indonesia, Florentia Village China, T3 China Project	4.5	Emirates Airlines Global	2.4	14	
15	17	Universal McCann	Energizer AU/PH/S Korea/MY, Otsuka Furniture (IDC) Japan, Food Panda Thailand	5.1	Tapestry Inc. China	2.2	17	
16	15	Vizeum	FMCG Client	2.0	Abbott Taiwan	1.8	17	
17	18	Ikon	Myer Australia	1.5	Pandora jewellery Australia	0.9	1	
18	19	Haystac	Girl Guides Victoria Australia, Bensons Trading Australia	0.4		0.4	2	
19=	20	Thinkerbell	SsangYong Australia	0.3		0.3	1	
19=	21	Arena Media	Godrej Indonesia	0.3		0.3	1	
						2020(Jan-May)	180.0	411
						2019(Jan-May)	169.9	552
						YoY Comparison:	5.9%	-25.5%
						2020 Creative & Media (Jan-May)	425.5	1,374
						2019 Creative & Media (Jan-May)	453.2	1,528
						YoY Comparison:	-6.1%	-10.1%

### 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.