



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	Cars24 services India, Shougang Group China Project, Central Familymart Thailand Project	59.5	KFC Singapore	58.0	268	
2	2	DDB	H3C Annual Digital China, Gravity Korea Project, Discovery Food Network Singapore	45.8	Streets Blue Ribbon Australia	43.8	142	
3	5	Wunderman Thompson	Nestle Indonesia, Unilever Indonesia Project, Unilever China Project	27.3		26.8	162	
4	4	Sapient	Mercedes-Benz China Project, Marriott China Project	24.7		24.6	27	
5	3	Isobar	TCL Electronics Global digital, Danone India digital	22.8		22.8	68	
6	6	Publicis	GSK Global Production , GSK China, Raymond Realty India, Dior China, Terrazas China	22.1		21.3	113	
7	7	VMLY&R	Zespri Global, HSBC Singapore Project, Panyadee International School Thailand Project	21.3	McDonald's Australia digital	18.3	105	
8	8	Leo Burnett	Google Project, Taobao China Project, ABinBev Korea Project	17.1	7 Eleven Australia	16.1	104	
9	10	BBDO	Seafood Industry Australia, Stake Australia, Weis Australia	16.1	Pag-IBIG Fund Philippines	14.9	88	
10	9	Dentsu	LG China Project, Mobile Premier League's India, Lexus China	14.7	Harman - Jbl & Hk India	13.5	123	
11	11	Havas Worldwide	Hong Kong Airport Authority Project, Changi Airport Group Singapore Project	14.1	Tooheys Extra Dry Australia	13.1	52	
12	12	Saatchi & Saatchi	Siemens China Project, New World Hong Kong Project	11.5		11.0	36	
13	13	McCann Worldgroup	Beats China Project, Rinrei Japan Project, CPF.gov.sg Hong Kong Project	10.2		9.7	94	
14	19	72andSunny	Amaysim Australia, Adobe Global, Sendle Australia	7.0		7.0	7	
15	14	TBWA	Nintendo Switch China, Emerald Foods Australia, New Zealand Natural, League of Legends China	6.8		6.4	5	
16	15	MullenLowe Group	Citi Australia, Uber India, Hershey's India, Zydus Wellness Partners India	5.5		5.5	12	
17	16	BBH	Onsitego India, Kraft Heinz India Project, DBS Bank India Project	5.0		5.0	7	
18	17	Cummins & Partners	Sapporo Australia, Adore Beauty Australia, Red Cross Humanitarian Australia	5.1		4.6	11	
19	18	Channel T	Australian liquor marketers Australia, Ego Pharma Australia, Sorbent Australia	4.2		4.2	8	
20	27	M&C Saatchi	Domain Australia, Csurya Cipta Swadaya Indonesia, XL Home Indonesia	2.7		2.6	6	
						2020(Jan-Aug)	373.1	1,634
						2019(Jan-Aug)	440.3	1,604
						YoY Comparison:	-15.3%	1.9%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	Zespri Global, Dongfeng Nissan China, Alibaba China, Oppo Malaysia	54.0	Hong Kong Disneyland APAC	46.8	91
2	2	Wavemaker	Sun Pharmaceutical Industries India, ZYBang China, Fen (Braning) China	34.5	ITC India	30.3	42
3	4	Zenith	GAC FCA China, Hong Kong Disneyland APAC	32.7	Didi China	29.3	39
4	3	Carat	Kraft Heinz Global (Non-US), Vitasoy China, Intel China, Pandora Jewellery Australia	32.4	Porsche Taiwan	27.2	111
5	6	MediaCom	Xiaomi Global, Tencent Fit China, RoadKing Hong Kong	27.9	Genuine Parts Company Australia	22.1	55
6	5	OMD	SAP India, Danone Malaysia, Wyeth Nutrition Hong Kong, Nestle E Shop Hong Kong Project	25.4	Carapelli Firenze India	21.0	64
7	7	WPP	Unilever China	10.0		10.0	1
8	8	Starcom	Udemy India, Metro India, UpGrad India	12.4	Kraft Heinz Global (Non-US)	8.8	39
9	9	dentsu X	Huaxiaozhu China, Kewpie China	15.4	Axis Mutual Funds India	7.2	132
10	11	Initiative	MK Restaurant Thailand, Thai Nakorn Pattana (Preme Nobu) Thailand Project	6.6	RB (Reckitt Benckiser) Indonesia	6.1	34
11	10	PHD	Bytedance Singapore, Foodstuffs New Zealand, MyNews Malaysia, Novo Nordisk New Zealand Project	20.3	TikTok Global	5.9	56
12	12	Universal McCann	Lazada SE Asia, Food Panda Japan, Aima Technology Group China	8.4	Tapestry Inc. China	5.5	24
13	13=	CIG	Audi China Digital	5.0		5.0	1
14	15	Havas Media	JBL India, Heineken China Project, Norton Lifelock Antivirus India	6.5	Remy Cointreau China	3.9	25
15	13=	Spark Foundry	Ancestry.com Australia, Silverseas Cruises Australia, Mondelez eCommerce China	5.2	Network 10 Australia	3.6	8
16	16	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1
17	17	Brandmax	Dongfeng Honda China	1.5		1.5	1
18	18	Ikon	Myer Australia	1.5	Pandora jewellery Australia	0.9	1
19	19	Vizeum	Shiseido China Project, Burberry China Project	2.2	Lazada SE Asia	0.5	28
20	20	Haystac	Girl Guides Victoria Australia, Bensons Trading Australia	0.4		0.4	2

2020(Jan-Aug)	239.7	774
2019(Jan-Aug)	246.5	991
YoY Comparison:	-2.8%	-21.9%

2020 Creative & Media (Jan-Aug)	612.8	2,408
2019 Creative & Media (Jan-Aug)	686.8	2,595
YoY Comparison:	-10.8%	-7.2%

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.