



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / July 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	Kaiquan water pump China Project, Huailai China Project, Nestlé Indonesia Project	50.2		50.1	204	
2	2	DDB	LuenMei Group China Project, Lina Korea Project, LG Styler Korea Project	43.1	Streets Blue Ribbon Australia	41.2	129	
3	3	Isobar	TCL Electronics Global digital, Danone India digital	22.8		22.8	68	
4	5	Sapient	Mercedes-Benz China Project, Marriott China Project	22.9		22.8	21	
5	4	Wunderman Thompson	Chunghua Telecom Taiwan, Hong Kong Tourism Board Hong Kong,	21.8		21.3	139	
6	7	Publicis	GSK Global Production , GSK China, Raymond Realty India, Dior China, Terrazas China	21.4		20.6	104	
7	6	VMLY&R	Mediacorp Singapore Project, International Pet Food	19.4	McDonald's Australia digital	16.3	94	
8	8	Leo Burnett	Yili China Project, Novartis Japan Project, MSD (Merck & Co.) Japan Project	16.5	Bonds Australia	15.9	93	
9	9	Dentsu	LG China Project, Mobile Premier League's India, Lexus China	14.7	Harman - Jbl & Hk India	13.6	123	
10	10	BBDO	JD.com China, Pepsi Black Campaign China Project, TA business Event China Project	14.5	Pag-IBIG Fund Philippines	13.4	67	
11	11	Havas Worldwide	Harman - Jbl & Hk India, William Grants India, Vivo Mobile India Project	11.7	Tooheys Extra Dry Australia	10.7	43	
12	12	Saatchi & Saatchi	Yili China, Danone China Project, OPPO China Project, Sensodyne Singapore Project	11.0		10.5	32	
13	13	McCann Worldgroup	Nestle China Project, Richemont China Project, Reliance India Project	9.4		8.9	84	
14	14	TBWA	Nintendo Switch China, Emerald Foods Australia, New Zealand Natural, League of Legends China	6.8		6.4	5	
15	15	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	17	Cummins & Partners	Sapporo Australia, Adore Beauty Australia, Red Cross Humanitarian Australia	5.1		4.6	11	
18	18	Channel T	Australian liquor marketers Australia, Ego Pharma Australia, Sorbent Australia	4.2		4.2	8	
19	19	72andSunny	Amaysim Australia, Tooheys Extra Dry Australia, Budweiser SEA, Budweiser Singapore	4.0		4.0	5	
20	25	The Monkeys	Audi Australia, Tourism Western Australia Australia	2.3		2.3	4	
						2020(Jan-Jul)	340.4	1,428
						2019(Jan-Jul)	363.1	1,427
						YoY Comparison:	-6.3%	0.1%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Dongfeng Nissan China, Alibaba China, Oppo Malaysia	53.0	Diageo India	47.3	90
2	2	Wavemaker	China Guangfa Bank China, Prada Groupe China, Network TEN Australia	33.4	Danone Malaysia	29.7	34
3	3	Carat	Vitasoy China, Intel China, Pandora Jewellery Australia	30.6	Porsche Taiwan	25.4	110
4	5	Zenith	The Y Australia, Mobile Premier League India, DBS Bank Taiwan	27.0		23.9	22
5	4	OMD	Danone Malaysia, Wyeth Nutrition Hong Kong, Nestle E Shop Hong Kong Project	23.9	McDonald's China (Planning)	19.6	61
6	6	MediaCom	Dabur India Digital, Farfetch China, Lionsgate India	23.1	Genuine Parts Company Australia	17.2	48
7	7	WPP	Unilever China	10.0		10.0	1
8	10	Starcom	Tencent CSIG China, McDonald's China planning, Dyaco Taiwan	9.4	Natural Diamond Council China	7.5	22
9	8	dentsu X	Huaxiaozhu China, Kewpie China	15.4	Dongfeng Honda China	7.4	132
10	9	PHD	Bytedance Singapore, Foodstuffs New Zealand, MyNews Malaysia, Novo Nordisk New Zealand Project	20.3	TikTok Global	6.1	56
11	11	Initiative	Lindt Korea, Wacaol India, Ovatine Indonesia	6.2	Revlon Hong Kong	5.9	28
12	16	Universal McCann	Lazada SE Asia, Food Panda Japan, Aima Technology Group China	8.4	Tapestry Inc. China	5.5	24
13=	12=	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
15	15	Havas Media	Walmart India, Boulton Audio India, Grab Indonesia, Ruang Guru Indonesia	5.3	Remy Cointreau China	2.7	19
16	14	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1
17	-	Brandmax	Dongfeng Honda China	1.5		1.5	1
18	18	Ikon	Myer Australia	1.5	Pandora jewellery Australia	0.9	1
19	17	Vizeum	Shiseido China Project, Burberry China Project	2.2	Lazada SE Asia	0.5	28
20	19	Haystac	Girl Guides Victoria Australia, Bensons Trading Australia	0.4		0.4	2

2020(Jan-Jul)	225.1	705
2019(Jan-Jul)	228.8	932
YoY Comparison:	-1.6%	-24.4%

2020 Creative & Media (Jan-Jul)	565.4	2,133
2019 Creative & Media (Jan-Jul)	592.0	2,359
YoY Comparison:	-4.5%	-9.6%

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.