



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	Huadong Medicine China Project, Evergrande Group China Project, Shinybrands Taiwan Project	65.2	KFC Singapore	63.7	296	
2	2	DDB	ChengDu TianWei Food Company China, Mengniu Dairy China, Jinro Soju Philippines Project	49.4	Streets Blue Ribbon Australia	47.4	157	
3	3	Wunderman Thompson	Perfetti van Melle Indonesia, Amway China, AMFI India Project	33.3		32.6	184	
4	5	Isobar	Panasonic Singapore Project, WKCD Hong Kong, Acer Incorporated Hong Kong	31.9		31.9	133	
5	4	Sapient	Mercedes-Benz China Project, Marriott China Project	25.2		25.1	30	
6	6	Publicis	Nike China, Diageo Taiwan Project, QLD Health and Wellbeing Australia Project	23.5		22.7	126	
7	7	VMLY&R	adidas-neo China Project, Tesco Malaysia Project, Tohtonku Malaysia Project	21.6	McDonald's Australia digital	18.6	116	
8	8	Leo Burnett	ChungHwa Telecom Taiwan Project, Citibank Hong Kong Project, Proril Pumps Taiwan Project	18.1	7 Eleven Australia	17.0	112	
9	10	Dentsu	House Foods Taiwan Project, PT Bank Negara Indonesia Project, UMW Toyota Motor Malaysia Project	18.2	Harman - Jbl & Hk India	17.0	168	
10	9	BBDO	Seafood Industry Australia, Stake Australia, Weis Australia	16.9	Pag-IBIG Fund Philippines	15.7	97	
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, Porsche China Project, New World Hong Kong Project	12.0		11.5	41	
13	13	McCann Worldgroup	Foodpanda Japan Project, Beats China Project, Rinrei Japan Project	10.5		10.0	95	
14	14	72andSunny	Freedom Foods Australia, Amaysim Australia, Adobe Global, Sendle Australia	7.5		7.5	8	
15	15	TBWA	Nintendo Switch China, Emerald Foods Australia, New Zealand Natural, League of Legends China	6.8		6.4	5	
16	16	MullenLowe Group	Bayer Consumer Health Australia, Neutrogena Singapore, Cancer Council WA Australia	5.9	Astral Poly Technik India	5.7	35	
17	27	Grey Group	Carlsberg Global, Telkom Malaysia, POSCO Korea Project	5.9		5.5	89	
18	17	BBH	Burberry China Project, Tata M&D India, Onsitego India	5.3		5.3	9	
19	18	Cummins & Partners	Sapporo Australia, Adore Beauty Australia, Red Cross Humanitarian Australia	5.1		4.6	11	
20	19	Channel T	Australian liquor marketers Australia, Ego Pharma Australia, Sorbent Australia	4.2		4.2	8	
						2020(Jan-Sep)	409.7	1,962
						2019(Jan-Sep)	489.1	1,884
						YoY Comparison:	-16.2%	4.1%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	Amazon Fashion Japan Project, TI Cycles India	54.1	Hong Kong Disneyland APAC	46.2	94
2	2	Wavemaker	Cargill India, EasyFlowers Australia, Honda MPE Australia	35.2	ITC India	30.8	53
3	4	Carat	A.P. Honda Thailand, Convoy Financial Hong Kong	35.7	Porsche Taiwan	30.5	159
4	3	Zenith	GAC FCA China, Hong Kong Disneyland APAC	32.2	Didi China	28.8	38
5	5	MediaCom	Uber Global, Xiaomi Global, Tencent Fit China, RoadKing Hong Kong	28.7	Genuine Parts Company Australia	22.9	56
6	6	OMD	Vadal Vietnam, SAP India, Danone Malaysia, Wyeth Nutrition Hong Kong	25.8	Carapelli Firenze India	21.5	68
7	9	dentsu X	Association of Mutual Funds in India, Pharma Science Australia, Honda Malaysia Project	19.2	Axis Mutual Funds India	11.0	193
8	7	WPP	Unilever China	10.0		10.0	1
9	11	PHD	LG APAC Project, Mercatus Singapore, Sheraton Macao Hong Kong	23.9	TikTok Global	9.5	66
10	8	Starcom	Pharameasy India, Apica Group (ANA Oils) India	13.1	Kraft Heinz Global (Non-US)	9.4	41
11	10	Initiative	Meesho Inida, Cred inida, Globe Telecom Philippines Project	6.9	RB (Reckitt Benckiser) Indonesia	6.4	39
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	14	Havas Media	Transforming Rural India Foundation India, Bukopin Indonesia Project, Xiaomi Indonesia Project	7.0	Remy Cointreau China	4.4	29
15	15	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	19	Vizeum	Shiseido China Project, Burberry China Project	2.7	Lazada SE Asia	1.0	48
19	18	Ikon	Myer Australia	1.5	Pandora jewellery Australia	0.9	1
20	20	Haystac	Girl Guides Victoria Australia, Bensons Trading Australia	0.4		0.4	2

2020(Jan-Sep)	252.7	942
2019(Jan-Sep)	264.5	1,147
YoY Comparison:	-4.5%	-17.9%

2020 Creative & Media (Jan-Sep)	662.4	2,904
2019 Creative & Media (Jan-Sep)	753.5	3,031
YoY Comparison:	-12.1%	-4.2%

### 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](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.