



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	SK Magic Malaysia, Shanghai Rongtai China Project, Ti Cycles India	69.0	KFC Singapore	67.2	321	
2	2	DDB	J&J Australia, Dulux Australia, Farmlands New Zealand Project	53.7	Streets Blue Ribbon Australia	51.7	177	
3	3	Wunderman Thompson	MengNiu China, ALDI China Project, TaiKang China Project	37.8		36.8	206	
4	4	Isobar	China Resources Project, iQiyi China Project, KFC China Project	34.2		33.9	146	
5	5	Sapient	Mercedes-Benz China Project, Marriott China Project	25.9		25.8	34	
6	6	Publicis	Buick China project, CITIC China Project, Diageo-Morton Cadet China project	25.6		24.8	136	
7	9	Dentsu	LG China Project, Huawei China, Master Kong China	22.3	Harman - Jbl & Hk India	21.0	184	
8	7	VMLY&R	ESHR Thailand Project, Asia Pulp & Paper-Paseo Indonesia Project, Krakakoa Indonesia Project	21.8	McDonald's Australia digital	18.8	125	
9	10	BBDO	Google Australia, iNova Pharmaceuticals Australia, Seafood Industry Australia	19.5	Pag-IBIG Fund Philippines	18.4	107	
10	8	Leo Burnett	VW China Project, HBF Health Insurance Western Australia, AG&P India	19.1	7 Eleven Australia	18.0	123	
11	11	Havas Worldwide	Harman India, Hong Kong Airport Authority Project, Changi Airport Group Singapore Project	14.7	Tooheys Extra Dry Australia	13.7	59	
12	12	Saatchi & Saatchi	New World Hong Kong Project, Amway China Project, Saiho center (Chengdu) China Project	12.6		11.6	47	
13	13	McCann Worldgroup	Foodpanda Japan Project, Beats China Project, Rinrei Japan Project	11.3	LinkedIn Australia	10.7	99	
14	14	72andSunny	Google Australia, Freedom Foods Australia, Amaysim Australia, Adobe Global, Sendle Australia	8.0		8.0	9	
15	19	Cummins & Partners	Energy Australia, Nufarm Australia, Klorane Australia	8.1		7.6	19	
16	15	TBWA	Horticulture Innovation Australia, Nintendo Switch China, Emerald Foods Australia	7.3		6.9	6	
17	17	Grey Group	Red Rooster Australia digital, MIDF Malaysia Project, Union Medical (Juv Skincare) Thailand Project	6.5		6.1	92	
18	16	MullenLowe Group	Bayer Consumer Health Australia, Neutrogena Singapore, Cancer Council WA Australia	5.9	Astral Poly Technik India	5.7	35	
19	18	BBH	Mondelez China Project, Voot Kids India Project, Burberry China Project	5.5		5.5	11	
20	20	Channel T	Australian liquor marketers Australia, Ego Pharma Australia, Sorbent Australia	4.2		4.2	8	
						2020(Jan-Sep)	442.6	2,158
						2019(Jan-Sep)	514.8	2,061
						YoY Comparison:	-14.0%	4.7%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Oppo (Planning) China, L'Oreal Taiwan, China Sports Lottery China Project	72.3	Nestlé China	57.2	120
2	2	Wavemaker	ZYBang China, Beijing Auto China, Zee Entertainment Enterprises India	46.5	Westpac Australia	38.3	68
3	3	Carat	McDonald's China Buying, Pandora China, Hilton China	41.1	Porsche Taiwan	35.8	164
4	4	Zenith	Nestle Taiwan, DS Auto China, Pfizer Taiwan	38.9	Didi China	35.6	48
5	9	PHD	SWW China, Swisse Thailand, Taiwan Pay Taiwan	44.1	TikTok Global	26.7	76
6	5	MediaCom	Monster China, Pandora Hong Kong, Smartfren Indonesia Digital	33.2	DS Auto China	26.3	82
7	7	dentsu X	Nestlé China, ByteDance China, Kuayue Express China	26.7	Axis Mutual Funds India	18.5	198
8	6	OMD	Bank Jago Indonesia, ADIO Israel, Valda (Inova Pharma) Vietnam	26.0	McDonald's China Buying	16.5	76
9	10	Starcom	McDonald's Taiwan, Tencent China, Miele Australia	15.3	Kraft Heinz Global (Non-US)	11.1	49
10	8	WPP	Unilever China	10.0		10.0	1
11	12	Universal McCann	Sichuan Teway Food China, TotoLe China, Gotion High Tech China	10.3	Tapestry Inc. China	7.4	31
12	15	Spark Foundry	Westpac Australia, Ancestry.com Australia, Silverseas Cruises Australia, Mondelez eCommerce China	9.0	Network 10 Australia	7.4	9
13	11	Initiative	Meesho Inida, Cred inida, Globe Telecom Philippines Project	6.9	RB (Reckitt Benckiser) Indonesia	6.4	39
14	13	CIG	Audi China Digital	5.0		5.0	1
15	14	Havas Media	Body Shop Australia, Transforming Rural India Foundation India, Bukopin Indonesia Project	7.5	Remy Cointreau China	4.9	30
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	36	Digitas	Marico India, DBS Bank India, Philip Morris International India	1.3		1.3	8
19	18	Vizeum	Shiseido China Project, Burberry China Project	2.7	Lazada SE Asia	1.0	48
20	19	Ikon	Myer Australia	1.5	Amart Furniture Australia	0.6	1

2020(Jan-Sep)	315.9	1,080
2019(Jan-Sep)	283.9	1,201
YoY Comparison:	11.3%	-10.1%

2020 Creative & Media (Jan-Sep)	758.5	3,238
2019 Creative & Media (Jan-Sep)	798.7	3,262
YoY Comparison:	-5.0%	-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 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.