



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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	Leboo Healthcare Products China Project, Kasikorn Bank PCL. Thailand Project, Nestlé -Milo Malaysia	83.9	KFC Singapore	82.1	406	
2	2	DDB	Tencent AI China Project, Henderson Land Group HK Project, LG Aircare Korea Project	69.3	Streets Blue Ribbon Australia	66.6	213	
3	3	Wunderman Thompson	DTAC Thailand Project, HSBC Singapore, Hi-Q Food Products Thailand	47.3		46.2	233	
4	7	Dentsu	FAW Besturn China Project, Wuliangye China Project, Bank of Queensland Limited Australia Project	39.4	Harman - Jbl & Hk India	38.0	324	
5	4	Isobar	Family Mart China, China Resources Project, iQiyi China Project, KFC China Project	34.7		34.3	147	
6	5	Publicis	Absolut China Project, LVMH / Guerlain China, Kiehl's Hong Kong Project	31.6		30.6	157	
7	6	Sapient	Mercedes-Benz China Project, Marriott China Project	28.2		28.1	40	
8	9	Leo Burnett	Hocheng Corporation Taiwan Project, Ko Pin Clothing Taiwan Project	24.6	7 Eleven Australia	21.7	151	
9	8	VMLY&R	Zespri Singapore, Colgate Singapore Project, Mulia Ceramic Indonesia Project	22.6	Bel Cheese India	19.4	142	
10	11	BBDO	Google Australia, iNova Pharmaceuticals Australia, Seafood Industry Australia	22.8	Visa Global	15.6	128	
11	10	Havas Worldwide	CASARTE China, Bel Cheese India, BIPHA India	16.4	Tooheys Extra Dry Australia	15.4	61	
12	13	Saatchi & Saatchi	Navitas Australia, Vivo China Project, Cemoy Australia Project, Dettol Australia Project	16.0		15.1	64	
13	12	McCann Worldgroup	BMW India, American Express China Project, Softbank Japan Project	15.1	LinkedIn Australia	14.6	118	
14	19	Digitas	BMW-Mini Japan, Novo Australia, Dentismile/Dspa Australia	10.4		10.3	52	
15	14	R/GA	United Overseas Bank Singapore, Google Australia, MSD Japan (Merck) Japan	8.7		8.7	33	
16	15	72andSunny	Google Australia, Freedom Foods Australia, Amaysim Australia, Adobe Global, Sendle Australia	8.0		8.0	9	
17	17	TBWA	Horticulture Innovation Australia, Nintendo Switch China, Emerald Foods Australia	7.3		6.9	6	
18	16	Cummins & Partners	Energy Australia, Nufarm Australia, Klorane Australia	8.1		6.8	19	
19	20	Grey Group	Simba sleep Hong Kong Project, FWD Thailand, Jack Wolfskin Retail China	6.8		6.4	96	
20	18	M&C Saatchi	Vic Government Australia, World Vision Australia, Racing Vic Australia	6.3		6.2	12	
						2020(Jan-Dec)	559.3	2,671
						2019(Jan-Dec)	599.7	2,428
						YoY Comparison:	-6.7%	10.0%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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	Nippon Paints Pakistan, University of Melbourne Australia, L'Oreal Taiwan Project	78.9	Yum Brands Singapore	56.8	149	
2	2	Wavemaker	UnionPay planning China, OCBC Singapore, LafargeHolcim Philippines	54.1	Westpac Australia	45.9	91	
3	4	Carat	McDonald's China Buying, The Today Business Australia, Watsons Thailand, TAP Trading Thailand	46.0	Energy Australia	40.0	218	
4	5	MediaCom	Fanta, Sprite, Frestea, Nutriboost Indonesia Digital Media	45.2	Coke Singapore	38.1	103	
5	3	Zenith	Nestle Taiwan, DS Auto China, Pfizer Taiwan, Hong Kong 01 Project, Coty Australia	39.0	JPMorgan Chase Global	34.7	50	
6	6	PHD	SWW China, Bel Group India, Raeon Hong Kong Project, Best Friends Pets Australia	44.2	Dole Foods Singapore	26.3	79	
7	7	dentsu X	JPMorgan Chase Global, Association of Mutual Funds in India, Ajinomoto Indonesia Project	34.0	Dongfeng Honda China	25.9	299	
8	8	OMD	Dulux Australia, Petbarn Australia, Greencross Ltd. Australia, McDonald's Malaysia	27.5	HBF Australia	16.8	84	
9	10	Starcom	AB InBev India, Alcon China, Coke ID, MY,PH,SG,TH,VN	22.6	Jeep China	16.3	59	
10	14	Initiative	Reckitt Benckiser Indonesia, HM Sampoerna - Phillip Morris Indonesia	12.0	Revlon HK	11.5	50	
11	9	WPP	Unilever China, JPMorgan Chase Global	10.5		10.5	2	
12	11	Spark Foundry	Red Bull Vietnam, Dole Foods Singapore, Wilson Group New Zealand	11.4	Network 10 Australia	9.8	15	
13	12	Omnicom Media Group	Sanofi Global ex US, Electrolux brands APAC, MEA	8.9		8.9	3	
14	13	Universal McCann	HBF Australia, Sichuan Teway Food China, TotoLe China, Gotion High Tech China	11.5	Tapestry Inc. China	8.6	32	
15	15	Havas Media	Yum Brands Singapore, Domino's Pizza India, Body Shop Australia	8.9	Remy Cointreau China	6.3	32	
16	16	CIG	Audi China Digital	5.0		5.0	1	
17	18	Essence	Jeep China	2.3		1.9	3	
18	19	Digitas	Marico India, DBS Bank India, Philip Morris International India	1.3		1.3	8	
19	20	Atomic 212	BMW, Mini Australia	0.8		0.8	1	
20	21	Ikon	Myer Australia	1.5	Amart Furniture Australia	0.6	1	
						2020(Jan-Dec)	368.6	1,366
						2019(Jan-Dec)	322.4	1,389
						YoY Comparison:	14.3%	-1.7%
						2020 Creative & Media (Jan-Dec)	927.9	4,037
						2019 Creative & Media (Jan-Dec)	922.0	3,817
						YoY Comparison:	0.6%	5.8%

### 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.