



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2021

| 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 | Dairy Farm Malaysia, Tommy Hilfiger China, Philips Singapore Project | 11.9 | | 11.9 | 53 | |
| 2 | 9 | VMLY&R | Kraft Heniz Int'l, IDFC India, Nebula Thailand Project | 11.7 | Furphy Australia | 11.6 | 34 | |
| 3 | 13 | McCann Worldgroup | Harley Davidson Japan Project, Birla Carbon India, Florasis China Project | 5.6 | | 5.6 | 6 | |
| 4 | 3 | Wunderman Thompson | DTAC Thailand Project, Ford Thailand Project, IKEA Japan Project | 4.6 | | 4.6 | 11 | |
| 5 | 8 | Leo Burnett | Yili Yousuanru China, Case IH Australia, Yinlu China Project | 3.3 | Fortis Healthcare India | 3.3 | 22 | |
| 6 | 7 | Sapient | Alfa Romeo China, SCHUCO China, NBA China Project | 2.9 | | 2.9 | 9 | |
| 7 | - | IPG Team Dynamic | BMW India | 2.0 | | 2.0 | 1 | |
| 8 | 31 | The Womb | MPL India, WheelsEMI India | 1.9 | | 1.9 | 2 | |
| 9 | 24 | BBH | GARENA ONLINE China Project, Martell China Project, Hotstar India Project | 1.8 | | 1.8 | 4 | |
| 10 | 21 | MullenLowe Group | HBF Australia, Seventh Generation Singapore Project, OLX Auto India | 1.6 | | 1.6 | 6 | |
| 11 | - | Apparent | Healius Australia, Intersystems Australia, Rosemary Health Australia | 1.6 | | 1.6 | 4 | |
| 12 | 10 | BBDO | Electronic Client | 1.6 | | 1.6 | 12 | |
| 13 | 6 | Publicis | Yue sai China | 2.4 | | 1.5 | 14 | |
| 14 | 20 | M&C Saatchi | Origin Energy Australia integrated | 1.4 | | 1.4 | 2 | |
| 15 | 11 | Havas Worldwide | Bytedance Technology Co China Project: Advertising | 1.1 | | 1.1 | 48 | |
| 16 | - | Society | Woolworths Australia | 1.0 | | 1.0 | 1 | |
| 17 | 28 | FCB | Lamke India | 1.0 | | 0.8 | 2 | |
| 18 | 25 | ThinkerBell | Ladbrokes Australia | 0.5 | | 0.5 | 8 | |
| 19 | 12 | Saatchi & Saatchi | Siemens China Project | 0.7 | Ladbrokes Australia | 0.4 | 5 | |
| 20 | - | AnalogFolk | Hort Innovation - Digital Australia Project | 0.2 | | 0.2 | 4 | |
| | | | | | | 2021 Jan: | 56.5 | 255 |
| | | | | | | 2020 Jan: | 53.2 | 206 |
| | | | | | | YoY Comparison: | 6.1% | 23.8% |

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2021

| 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 | 5 | Zenith | L'Oreal China, Sanofi China, Urban Company India | 30.8 | Techcombank Vietnam | 30.6 | 3 |
| 2 | 2 | Wavemaker | SAIC - L China, Brita China, XINGYIN (RED) China | 10.1 | | 10.1 | 29 |
| 3 | 6 | PHD | DIDI China, Calzedonia China, PTT (Petroleum Authority of Thailand) Thailand | 7.8 | | 7.8 | 5 |
| 4 | 15 | Havas Media | Infiniti China, J&J Acuvue China, TK Maxx Australia | 3.3 | | 3.3 | 5 |
| 5 | 4 | MediaCom | Longi China, Ecco China, Masterise Homes Vietnam | 1.1 | | 1.1 | 4 |
| 6 | 8 | OMD | Reckitt Benckiser Taiwan, Gamania Taiwan, Tencent Financial Technology China | 0.5 | | 0.5 | 6 |
| 7 | 14 | Universal McCann | Department of Tourism Philippines Project, VIG Partner Korea Project, LF Mall Korea Project | 0.3 | | 0.3 | 6 |
| 8 | 10 | Initiative | Prulife UK Ph Philippines, Ninja Van Ph Philippines Project, ILOILO Project | 0.3 | | 0.3 | 5 |
| 9 | - | Bohemia | Chemist2U Australia | 0.2 | | 0.2 | 1 |
| 10 | 12 | Spark Foundry | Alibaba Cloud China Project | 0.1 | | 0.1 | 1 |
| 11 | - | Performics Mercerbell | Prezsee Australia, New England High Country (Inverell Shire) Australia Project | 0.0 | | 0.0 | 2 |

| | | |
|-----------------|--------|-------|
| 2021 Jan: | 28.7 | 86 |
| 2020 Jan: | 13.9 | 54 |
| YoY Comparison: | 105.7% | 59.3% |

| | | |
|------------------------------|-------|-------|
| 2021 Creative & Media (Jan): | 85.1 | 341 |
| 2020 Creative & Media (Jan): | 67.2 | 260 |
| YoY Comparison: | 26.7% | 31.2% |

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.