



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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-Feb):	93.9	408
						2020 (Jan-Feb):	114.1	372
						YoY Comparison:	-17.7%	9.7%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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	Zenith	MamaEarth India, L'Oreal China, Sanofi China, Urban Company India	37.9	Techcombank Vietnam	37.8	8
2	2	Wavemaker	Genesis China, PT Mayora Philippines, Masan Vietnam	15.1		15.1	45
3	3	PHD	LG APAC, CR PHARMA China, Reckitt Singapore	10.7		10.7	8
4	4	Havas Media	Indofoods Indonesia, Australian Institute of Company Directors Australia, CG Foods India Digital	4.6		4.6	8
5	6	OMD	Victorian Government Australia, Cuemath India, Mei Wu Fa Taiwan Project	3.9	Eastspring Thailand	3.8	10
6	7	Universal McCann	Burger King China, Uni-President drinks, noodles China, Henderson Land Hong Kong	1.8		1.8	12
7	8	Initiative	KFC Thailand, Kopiko Philippines	1.5	Australian Institute of Company Directors Australia	1.2	7
8	12	Starcom	Junglee Entertainment India, Boat India	0.4	Petroleum Authority of Thailand Thailand	0.3	2
9	9	Bohemia	Chemist2U Australia	0.2		0.2	1
10	11	Performics Mercerbell	Prezsee Australia, New England High Country (Inverell Shire) Australia Project	0.2		0.2	3
11	-	Resolution Digital	Victoria University Australia	0.2		0.2	1
12	10	Spark Foundry	Alibaba Cloud China Project	0.1		0.1	2
13	13	MullenLowe MediaHub		0.0	TK Maxx Australia	-0.3	0
14	-	Essence	Crocs China	0.1	MamaEarth India	-0.4	1
15	5	MediaCom	Saridon India, Fiyadeal SaudiArabia, Longi China, Ecco China, Masterise Homes Vietnam	2.5	Victorian Government Australia	-0.5	6
16	14	Mindshare	Health & Happiness Group China Project - Planning	5.9	L'Oreal China	-24.1	35

2021 (Jan-Feb):	50.7	149
2020 (Jan-Feb):	97.3	127
YoY Comparison:	-47.9%	17.3%

2021 Creative & Media (Jan-Feb):	144.7	557
2020 Creative & Media (Jan-Feb):	211.4	499
YoY Comparison:	-31.6%	11.6%

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.