



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	Nestlé Vietnam Project, BTS Group Thailand Project, BAUNIS Taiwan	34.0		34.0	175	
2	6	Leo Burnett	FAW-VW Audi China, Infinity Japan Project, Samsung.com MDE Korea Project	23.5	Fortis Healthcare India	22.9	58	
3	3	Wunderman Thompson	Project Management Institute Singapore, Richemont China, Shanghai Guangming China	16.9		16.9	71	
4	4	DDB	Mekeni Food Corporation Philippines, MCI Singapore	11.9		11.9	52	
5	7	Publicis	Pechoin China, Estee Lauder China Project, Glaxo_Skb China project	11.7		10.8	39	
6	5	McCann Worldgroup	365 mc Korea Project, TracFone India Project, Evereden China Project	10.5		10.5	28	
7	2	VMLY&R	Sony Electronics Singapore Project, Oberoi Realty India, Zespri Singapore	12.2	LG TVs Global	9.8	78	
8	35	Dentsu	Dongfeng Honda CIVIC China, Feihe Dairy China, Nc Taiwan	11.7		8.9	43	
9	8	BBDO	Anta & Anta Kids China, Tripartite Alliance Singapore Project	7.8		7.8	28	
10	23	ThinkerBell	Ladbroke Australia, Repco ANZ	6.7		6.7	10	
11	15	Havas Worldwide	LENOVO China Project, OPPO China Project, American Standard China Project	5.0		5.0	27	
12	11	Digitas	Mercedes-Benz China Project, Pidilite India Project	3.5		3.5	16	
13	9	MullenLowe Group	Waah Jobs India, AkzoNobel Brands India	3.1		3.1	12	
14	10	Sapient	Alfa Romeo China, SCHUCO China, NBA China Project	2.9		2.9	9	
15	27	Grey Group	TheFork Australia, TripAdvisor Australia, Bangledash Navy Malaysia	2.6		2.6	33	
16	12	IPG Team Dynamic	BMW India	2.0		2.0	1	
17	-	Prodigious	MINT Media China Project, MOC Shandong projects, INVISALIGN China Project	2.0		2.0	11	
18	13	The Womb	MPL India, WheelsEMI India	1.9		1.9	2	
19	20	Wondrialab	GROHE India, American Standard India, Veedol (Tide Water Co Ltd) India Project	1.7		1.7	22	
20	14	Apparent	Healius Australia, Intersystems Australia, Rosemary Health Australia	1.6		1.6	4	
						2021 (Jan-Mar):	178.7	783
						2020 (Jan-Mar):	153.0	573
						YoY Comparison:	16.9%	36.6%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	Pet Culture Australia, BAIC China	33.3	Techcombank Vietnam	28.7	14
2	3	PHD	Jiahua Cosmetics China, Google Australia	18.4		18.4	15
3	2	Wavemaker	Tencent Platform & Content Group, Lixiang Branding China, Lianjia - Beike China	17.8	Pernod Ricard China	15.7	52
4	-	Carat	Mengniu Dairy China, Pernod Ricard China, SRC Indonesia Sembilan Indonesia	13.8	Diageo Korea	12.3	49
5	5	OMD	Yili (digital&OOH) China, Bank Jago Indonesia	11.6	Eastspring Thailand	11.2	25
6	6	Universal McCann	Abbott Nutrition China, CDO Philippines, Game Bean Taiwan Project	7.8		7.8	17
7	4	Havas Media	Ola Group India, ANZ, Micromax Informatics Limited India, Salarpuria Sattva India	6.2	LBC Philippines	5.1	11
8	12	Spark Foundry	Toyota Australia, Alibaba Cloud China Project	4.3		4.1	6
9	7	Initiative	Cred India, Plush Sofas Australia, Asiatic Agro Thailand, KFC Thailand, Kopiko Philippines	3.8	Australian Institute of Company Directors Australia	2.8	15
10	-	Dentsu X	Japan Tobacco International Indonesia, wanglaoji herbal tea China Project	2.5		2.5	37
11	-	Pivotus	Australian Building Company Queensland, Snap Fitness ANZ	0.7		0.7	2
12	10	Performics Mercerbell	Prezsee Australia, New England High Country (Inverell Shire) Australia Project	0.2		0.2	4
13	9	Bohemia	Chemist2U Australia	0.2		0.2	1
14	11	Resolution Digital	Victoria University Australia	0.2		0.2	1
15	-	m/SIX	Noise India	0.2		0.2	1
16	13	Mediahub		0.0	TK Maxx Australia	-0.3	0
17	14	Essence	Crocs China	0.1	MamaEarth India	-0.4	1
18	15	MediaCom	Saridon India, Flyadeal Saudi Arabia, Longi China, Ecco China, Masterise Homes Vietnam	2.9	Victorian Government Australia	-0.6	8
19	8	Starcom	Junglee Entertainment India, Boat India	0.8	Petroleum Authority of Thailand Thailand	-0.9	4
20	-	iProspect	Yadea Electric Bike China, TCL China	2.6	Jaguar Land Rover China	-3.5	15

2021 (Jan-Mar):	96.3	320
2020 (Jan-Mar):	121.6	266
YoY Comparison:	-20.8%	20.3%

2021 Creative & Media (Jan-Mar):	275.1	1,103
2020 Creative & Media (Jan-Mar):	274.5	839
YoY Comparison:	0.2%	31.5%

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.