

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jun 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	MSD Singapore, Workforce Singapore, Hotels.com Japan	70.1		70.1	367	
2	2	Leo Burnett	GOQII India, HK telecom Hong Kong Project, Li_Auto China Project	45.6	Fortis Healthcare India	44.7	110	
3	3	Wunderman Thompson	L&T Reality India, Rohan Corporation India, Property Infratech India	33.7		33.7	136	
4	4	DDB	MOH Singapore, Octopus Hong Kong, Latitude Finance (GE Money) New Zealand Project	24.4		24.4	110	
5	6	BBDO	Tabtouch Australia, NSW Govt Australia, Sydney Water Australia	20.0		20.0	69	
6	5	Dentsu	Glico Pocky China Project, Uniqlo China Project, Glico PRETZ China Project	18.7	United Airlines Global	17.7	60	
7	13	Digitas	Huawei China Project, Mercedes-Benz China Project, TI Cycles India Project	15.3		15.3	30	
8	11	Havas Worldwide	Art and Photography Foundation India, Castrol India Project, Dabur Vita India	16.1		15.1	59	
9	7	Grey Group	TC Pharma Thailand, HKU China, E Learning China Project, Ooredoo Qatar	14.2		14.2	48	
10	8	McCann Worldgroup	Farfetch China Project, Red Fiber Broadband Philippines Project	13.4		13.4	42	
11	9	VMLY&R	CP Food Solutions Thailand Project, Asian Civilization Museum Singapore Project	15.0	LG TVs Global	12.6	123	
12	10	Publicis	B&O China Project, J&J_Xian China project, Lundbeck China project	13.2		12.2	51	
13	12	ThinkerBell	REA Australia Project, Australia Ballet Australia Project, Cerebral Palsy Australia Australia Project	9.0		9.0	19	
14	15	M&C Saatchi	SCDL (2022 Transport Campaign) Qatar Project, Rene Mouawad Foundation Lebanon	7.4		6.9	36	
15	14	Special Group	ANZ Bank ANZ	6.5		6.5	4	
16	34	Saatchi & Saatchi	SVW China, IM Car China, Nestle-Totole China Project	6.6	Ladbrokes Australia	4.0	40	
17	16	Accenture Interactive	Jaguar Land Rover Global	4.0		4.0	1	
18	18	MullenLowe Group	IMDA Singapore Project, Friesland Campina Singapore Project, Zee 5 India Project	4.0		4.0	23	
19	17	BMF	Federal Govt project Australia, Hipages Australia, NSW Road Safety project Australia	3.8		3.8	8	
20	42	Isobar	Clarins China Project, Nippon China Project, TCP China Project	3.5		3.4	38	
						2021 (Jan-Jun):	374.0	1,521
						2020 (Jan-Jun):	298.3	1,246
						YoY Comparison:	25.4%	22.1%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jun 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, Carsome, DTwelve Spaces	33.9	Techcombank Vietnam	29.3	23
2	2	Wavemaker	De'Longhi China, Philips (Planning) China Project, Bill & Melinda Gates Foundation India	31.1	Campari Group Australia	28.3	73
3	3	PHD	WeTV Indonesia, Mandom (Purcelle) Indonesia Project	25.6	Brillon India	24.4	34
4	4	Publicis Media	Stellantis Global	24.0		24.0	1
5	6	Carat	ByteDance China, Thai Health Promotion Foundation Thailand Project	22.3	Curtin University Australia	18.4	87
6	5	OMD	Belong Australia, Treadone India, Maven Dental Australia	19.0	Eastspring Thailand	17.0	46
7	9	Initiative	Insurance Australia Group Australia, Afterpay Australia, RSPL India	14.3	Hamdard(Offline) India	12.8	37
8	7	Universal McCann	Brillon India, Henkel China, Sentosa Development Corporation Singapore	10.6		10.6	26
9	8	Havas Media	Red Bull China, Ambuja Cement India	9.9	LBC Philippines	8.8	27
10	10	Spark Foundry	Toyota Australia, Alibaba Cloud China Project, Brown Forman SEA	8.3		8.2	9
11	11	Dentsu X	Wai-Mart China, Toshiba Vietnam Project, DAIKIN Vietnam Project	5.1		5.1	72
12	-	Trio	PepsiCo Australia	2.1		2.1	1
13	12	MediaCom	Aqualite India, Ozone India, Bayer Consumer Health India, Febreze Korea	5.8	Breitling China	2.1	14
14	-	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef, MedAdvisor	0.7		0.7	5
15	13	Pivotus	Australian Building Company Queensland, Snap Fitness ANZ	0.7		0.7	2
16	20	Resolution Digital	SCA Listnr Australia, Precision Group Australia Project, PwC Australia Project	0.5		0.5	5
17	15	Ryvalmedia	MYOB Australia, Openpay Australia	0.4		0.4	2
18	14	Match & Wood	Curtin University Australia	0.3		0.3	2
19	16	CHE Proximity	MyState Bank Australia	0.3		0.3	1
20	-	Kinnect	Maple India Digital	0.3		0.3	1

2021 (Jan-Jun):	183.4	599
2020 (Jan-Jun):	205.0	622
YoY Comparison:	-10.5%	-3.7%

2021 Creative & Media (Jan-Jun):	557.4	2,120
2020 Creative & Media (Jan-Jun):	503.3	1,868
YoY Comparison:	10.8%	13.5%

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.