



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jul 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	GIO insurance Australia, Hotels.com Korea, The Art of Living India	78.9		78.9	420	
2	2	Leo Burnett	Budweiser China, Google Taiwan Project, Allergan Aesthetics Thailand Project	47.2	GIO insurance Australia	45.8	121	
3	3	Wunderman Thompson	University of Melbourne Australia, Abbott India Project, PMJ India Project	43.3		43.3	161	
4	4	DDB	Project X India Project, Bendon New Zealand Project, Wusu China Project	28.8		28.8	133	
5	6	Dentsu	Master Kong (KSF) China Project, Shiseido China Project, Glico Pocky China Project	24.3	United Airlines Global	23.3	83	
6	8	Havas Worldwide	Nivea Australia social, Tata UniStore Limited India Project	21.3		20.3	71	
7	5	BBDO	Mengniu Brand China, Fliggy China, Bosch Refrigerator China Project	21.3		20.3	80	
8	7	Digitas	Allergan Aesthetics Thailand Project	15.3		15.3	32	
9	10	McCann Worldgroup	Centrum Australia, Furlenco India Project, Greenlam India	14.6		14.6	49	
10	9	Grey Group	TC Pharma Thailand, HKU China, E Learning China Project, Ooredoo Qatar	14.2		14.2	48	
11	11	VMLY&R	NIVEA Man China Project, CP Food Solutions Thailand Project, Asian Civilization Museum Singapore Project	15.6	LG TVs Global	13.2	128	
12	12	Publicis	B&O China Project, J&J_Xian China project, Lundbeck China project	13.6		12.6	52	
13	14	M&C Saatchi Group	XL Axiata Indonesia, Truecaller Indonesia	10.7		10.2	44	
14	13	ThinkerBell	Universities Australia, Systema AI Australia Project, Paytime Australia Project	9.0		9.0	22	
15	15	Special Group	ANZ Bank ANZ	6.5		6.5	4	
16	16	Saatchi & Saatchi	Hang Seng Bank Hong Kong Project, China welfare lottery China	8.4	Ladbrokes Australia	5.9	46	
17	55	TBWA	National Australia Bank Australia, My Muscle Chef Australia, Phillips Australia	11.0		4.6	11	
18	18	MullenLowe Group	Lotterywest Australia, LifeCell India, Amante India	4.4		4.4	26	
19	17	Accenture Interactive	Jaguar Land Rover Global	4.0		4.0	1	
20	19	BMF	Federal Govt project Australia, Hipages Australia, NSW Road Safety project Australia	3.8		3.8	8	
						2021 (Jan-Jul):	433.2	1,772
						2020 (Jan-Jul):	340.4	1,428
						YoY Comparison:	27.3%	24.1%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jul 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	2	Wavemaker	Beiersdorf (Planning) Global, L'Oreal Australia, Rivsea China Project	40.8	Campari Group Australia	38.1	82
2	1	Zenith	Bundaberg Brewed Drinks Australia, Pet Culture Australia, BAIC China	34.6	Techcombank Vietnam	30.1	28
3	3	PHD	Pepsico Australia, Dunamu Upbit Korea, Swisse Vitamins Australia	28.9	Brillon India	27.4	40
4	4	Publicis Media	Stellantis Global	24.0		24.0	1
5	6	OMD	Telkomsel Indonesia, Decathlon China, Belong Australia, Treadone India	21.5	Eastspring Thailand	19.6	50
6	5	Carat	ByteDance China, Thai Health Promotion Foundation Thailand Project	22.3	L'Oreal Australia	15.6	87
7	7	Initiative	Gulf Western Oil Australia, PT Sinarmas Agro Indonesia, Insurance Australia Group Australia	14.3	Hamdard(Offline) India	12.9	39
8	13	MediaCom	FIT China, Aqualite India, Ozone India, Bayer Consumer Health India, Febreze Korea	15.3	Breiting China	11.6	28
9	8	Universal McCann	Brillon India, Henkel China, Sentosa Development Corporation Singapore	10.6		10.6	26
10	9	Havas Media	VLCC India, Red Bull China, Ambuja Cement India	10.2	LBC Philippines	8.8	28
11	10	Spark Foundry	Toyota Australia, Alibaba Cloud China Project, Brown Forman SEA	8.6		8.4	10
12	11	Dentsu X	Wal-Mart China, Toshiba Vietnam Project, DAIKIN Vietnam Project	5.1		5.1	72
13	-	Resolution	LG Electronics Australia, Victoria University Australia, Southern Cross Austereo Pty Ltd Australia	2.9		2.9	9
14	12	Trio	PepsiCo Australia	2.1		2.1	1
15	14	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef, MedAdvisor	0.7		0.7	5
16	15	Pivotus	Australian Building Company Queensland, Snap Fitness ANZ	0.7		0.7	2
17	16	Resolution Digital	SCA Listr Australia, Precision Group Australia Project, PwC Australia Project	0.5		0.5	5
18	17	Ryvalmedia	MYOB Australia, Openpay Australia	0.4		0.4	2
19	25	m/SIX	JD Central Thailand, Xiaomii Thailand, LH Bank Thailand Project	0.4		0.4	6
20	18	Match & Wood	Curtin University Australia	0.3		0.3	2

2021 (Jan-Jul):	212.4	683
2020 (Jan-Jul):	225.1	705
YoY Comparison:	-5.6%	-3.1%

2021 Creative & Media (Jan-Jul):	645.6	2,455
2020 Creative & Media (Jan-Jul):	565.4	2,133
YoY Comparison:	14.2%	15.1%

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.