



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	Coca-Cola Hong Kong, Merz Aesthetics Hong Kong, Dalmia Cement India	84.8		84.3	459	
2	2	Leo Burnett	Daxing Airport China Project, Asiamiles Hong Kong Project, Wei Chuan Foods Taiwan Project	48.4	GIO insurance Australia	47.0	132	
3	3	Wunderman Thompson	RBL Bank India Project, Project Management Institute Singapore Project	46.9		46.9	180	
4	4	DDB	Pernod Ricard India, Carlsberg China Project, Hennessy Meal China Project	32.4		32.4	150	
5	6	Dentsu	PurCotton China, Honda Motor China Project	25.7	United Airlines Global	24.7	85	
6	8	Havas Worldwide	EMERITUS Institute of Management India, Heng An Group China Project, HUAWEI China	23.7		22.7	79	
7	5	BBDO	Carnival Cruise Line Australia, Ben & Jerry's Australia	21.7		21.2	82	
8	7	Digitas	Unicharm Thailand Project, Allergan Aesthetics Thailand Project	15.8		15.8	36	
9	10	McCann Worldgroup	Adidas China Project, Zoetis Thailand Project, World Gold Council China Project	15.6		15.6	54	
10	12	Publicis	Honda China, HomePlus Korea Project, Ausnutria milk powder China Project	15.6		14.6	58	
11	9	Grey Group	TC Pharma Thailand, HKU China, E Learning China Project, Ooredoo Qatar	14.2		14.2	48	
12	11	VMLY&R	Henkel India Project, BAT Singapore Project, Michelin China	16.4	LG TVs Global	14.0	136	
13	-	TBWA	NAB Australia, Gatorade Australia, My Muscle Chef Australia	19.0		12.3	13	
14	14	M&C Saatchi Group	Commonwealth Bank Australia, Alodokter Indonesia, Ministry of Environment Qatar Project	11.6		11.1	57	
15	13	ThinkerBell	Universities Australia, Systema AI Australia Project, Paytime Australia Project	9.0		9.0	22	
16	16	Saatchi & Saatchi	Budweiser-Harbin China Project, Vanke Shenzhen China Project	9.6	Ladbrokes Australia	7.1	53	
17	15	Special Group	ANZ Bank ANZ	6.5		6.5	4	
18	18	MullenLowe Group	Lotterywest Australia, Australia's South West Australia	4.9		4.9	28	
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-Aug):	468.4	1,932
						2020 (Jan-Aug):	373.1	1,634
						YoY Comparison:	25.5%	18.2%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	35	Mindshare	Unilever China, Southeast Asia (Indonesia, Philippines, Thailand, Vietnam), Theory China	66.3	L'Oreal China	42.9	105
2	1	Wavemaker	Journey Beyond travel Australia, Beiersdorf (Planning) Global, L'Oreal Australia	41.1	Campari Group Australia	38.1	83
3	3	PHD	Unilever ANZ, HK, TW, Lotto NZ New Zealand, Energy Online New Zealand	36.9	Brillon India	35.5	46
4	5	OMD	Citrix Global, Telkomsel Indonesia, Decathlon China, Belong Australia, Treadone India	33.8	Eastspring Thailand	31.7	72
5	2	Zenith	Tata Group India SEO, AirAsia Berhad India Analytics	35.0	Edrington Singapore	30.4	34
6	4	Publicis Media	Stellantis Global	24.0		24.0	1
7	6	Carat	Sisley China, ByteDance China, Thai Health Promotion Foundation Thailand Project	23.4	L'Oreal Australia	16.8	88
8	7	Initiative	Gulf Western Oil Australia, PT Sinarmas Agro Indonesia, Insurance Australia Group Australia	14.3	Hamdard(Offline) India	12.9	39
9	8	MediaCom	Henkel Adhesives India, FIT China, Aqualite India, Ozone India, Bayer Consumer Health India, Febreze Korea	15.6	Breitling China	11.9	30
10	10	Havas Media	Forevermark & De Beers Global, Domino's Pizza India, Swiggy Instamart India	12.9	LBC Philippines	11.5	37
11	9	Universal McCann	Brillon India, Henkel China, Sentosa Development Corporation Singapore	10.6		10.6	26
12	11	Spark Foundry	Exinity APAC, Disney+ Singapore SEO, Expedia Singapore TV	9.6		9.4	23
13	12	Dentsu X	TCL China Project, Wal-Mart China, Toshiba Vietnam Project, DAIKIN Vietnam Project	5.9		5.9	73
14	13	Resolution	LG Electronics Australia, Victoria University Australia, Southern Cross Austereo Pty Ltd Australia	2.9		2.9	9
15	14	Trio	PepsiCo Australia	2.1		2.1	1
16	19	m/SIX	Nilon's India, Parag Milk Foods India, Dindigul Thalappakatti India	1.5		1.5	20
17	15	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef, MedAdvisor	0.7		0.7	5
18	16	Pivotus	Australian Building Company Queensland, Snap Fitness ANZ	0.7		0.7	2
19	17	Resolution Digital	SCA Listnr Australia, Precision Group Australia Project, PwC Australia Project	0.5		0.5	5
20	18	Ryvalmedia	MYOB Australia, Openpay Australia	0.4		0.4	2

2021 (Jan-Aug):	286.9	773
2020 (Jan-Aug):	239.7	774
YoY Comparison:	19.7%	-0.1%

2021 Creative & Media (Jan-Aug):	755.3	2,705
2020 Creative & Media (Jan-Aug):	612.8	2,408
YoY Comparison:	23.3%	12.3%

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.