



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	Menarini Korea, Mondelez Singapore, Masterise Homes Hong Kong	92.0		91.5	499	
2	3	Wunderman Thompson	Beijing International Convention Center China Project, MCI Singapore	53.0		53.0	205	
3	2	Leo Burnett	Welab Hong Kong Project, Samsung Electronics Taiwan Project, Coke Taiwan Project	49.7	GIO insurance Australia	48.3	145	
4	4	DDB	Adidas Original Social Content Development China Project, Platinum Guild International (PGI) India	34.8		34.8	165	
5	8	Digitas	Huawei China Project, Ji Nan On Cloud China Project	27.1		27.1	38	
6	6	Havas Worldwide	AMAZON Singapore Project, Amazon Seller Services Private Ltd India Project	27.2		26.2	86	
7	5	Dentsu	KSF China Project, Ito En China Project	26.1	United Airlines Global	25.1	87	
8	7	BBDO	Lotus China, MOHH Singapore, Chery China	23.7		23.2	92	
9	9	McCann Worldgroup	IndusInd Bank India, Bosch India	16.0		16.0	57	
10	10	Publicis	Nike China Project, Honda China, HomePlus Korea Project	15.8		14.8	59	
11	11	Grey Group	Uniqlo China Project, TC Pharma Thailand, HKU China, E Learning China Project	14.3		14.3	49	
12	12	VMLY&R	Shell Malaysia, ORL India Project	16.6	LG TVs Global	14.2	138	
13	13	TBWA	NAB Australia, Gatorade Australia, My Muscle Chef Australia	19.0		12.3	13	
14	14	M&C Saatchi Group	Loconav India, MDEC Malaysia Project, SCDL (Content Strategy) Qatar Project	11.6		11.1	64	
15	16	Saatchi & Saatchi	Visa Hong Kong Project, Kiranakart India	12.2	Ladbrokes Australia	9.6	62	
16	15	ThinkerBell	Universities Australia, Systema AI Australia Project, Paytime Australia Project	9.0		9.0	22	
17	17	Special Group	ANZ Bank ANZ	6.5		6.5	4	
18	22	Isobar	Vifon Joint Stock Company Vietnam Project, GO VIET Technology Vietnam Project	6.0		6.0	91	
19	24	FCB	Lamke India, Hawaya Malaysia Project, Hawaya Indonesia Project	5.6		5.4	18	
20	36	The Works	Destination NSW Australia, LG Australia Projects, WW Australia & NZ Project	5.2		5.2	8	
						2021 (Jan-Sep):	523.1	2,227
						2020 (Jan-Sep):	409.7	1,962
						YoY Comparison:	27.7%	13.5%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	Mindshare	Lovely Professional University India, Jenny Craig Australia	122.2	L'Oreal China	98.8	137
2	4	OMD	Daimler Global, Decathlon China, Telstra Corp Australia	45.1	Eastspring Thailand	42.6	75
3	2	Wavemaker	Perrigo Australia, Matrimony.com India, Philips (Male Grooming) - Planning	43.6	Campari Group Australia	39.7	89
4	3	PHD	Chanel Global, Zurich Insurance Indonesia Project	37.5	Brillon India	35.8	48
5	5	Zenith	Rio Tinto Australia, Tata Group India SEO, AirAsia Berhad India Analytics	40.3	Edrington Singapore	35.7	38
6	6	Publicis Media	Stellantis Global, Nestle Pakistan	25.0		25.0	2
7	7	Carat	Amorepacific China, Pernod Ricard China, UGG China	27.0	L'Oreal Australia	20.3	120
8	9	MediaCom	Bayer China, Ismail Industries Pakistan	22.1	Breitling China	17.9	43
9	13	Dentsu X	Tencent Financial Technology China, Fujifilm China Project, HITACHI, LTD Singapore	16.4		16.4	144
10	11	Universal McCann	Tourism Australia, RACQ Australia, Sentosa Singapore	15.5		15.5	36
11	8	Initiative	Urban Company India, Ajaib Indonesia	15.8	Hamdard(Offline) India	14.4	45
12	10	Havas Media	Campus Shoes India, Forevermark & De Beers Global, Domino's Pizza India	13.4	LBC Philippines	12.1	38
13	12	Spark Foundry	Voyages Indigenous Tourism Australia, Globe Telecom Inc Philippines Project	9.9		9.7	25
14	33	Starcom	Ferrero China, ABInBev (Commerce) China, Moncler China Buying only	7.4	Petroleum Authority of Thailand Thailand	4.4	18
15	14	Resolution	LG Electronics Australia, Victoria University Australia, Southern Cross Austereo Pty Ltd Australia	0.0		0.0	0
16	15	Trio	PepsiCo Australia	2.1		2.1	1
17	16	m/SIX	Nilon's India, Parag Milk Foods India, Dindigul Thalappakatti India	1.5		1.5	20
18	17	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef, MedAdvisor	0.7		0.7	5
19	18	Pivotus	Australian Building Company Queensland, Snap Fitness ANZ	0.7		0.7	2
20	-	Media Kinnect	TVS India, Dr. Reddy's India, Coursera India	0.6		0.6	5

2021 (Jan-Sep):	395.9	1,007
2020 (Jan-Sep):	252.7	942
YoY Comparison:	56.7%	6.9%

2021 Creative & Media (Jan-Sep):	919.0	3,234
2020 Creative & Media (Jan-Sep):	662.4	2,904
YoY Comparison:	38.7%	11.4%

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.