



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Charoen Pokphan Group Thailand, Seek Asia Malaysia	94.0		93.5	528	
2	2	Wunderman Thompson	Vedanta India Project, Mega Lifesciences Public Co Ltd India Project	53.7		53.7	213	
3	3	Leo Burnett	McDonald's China Project, Siam Kubota Thailand	50.5	GIO insurance Australia	49.1	154	
4	4	DDB	Polestar - social retainer contract China, HKSTP Inno Park Asset Production Hong Kong	40.1		40.1	178	
5	6	Havas Worldwide	AKARA CAPITAL ADVISORS PVT LTD India, ERUDITUS India	30.0		29.0	93	
6	5	Digitas	Huawei China Project, Ji Nan On Cloud China Project	28.5		28.5	44	
7	7	Dentsu	KSF China Project, Ito En China Project	26.1	United Airlines Global	25.1	87	
8	8	BBDO	Smoore (Vaping Chip) China Project, Champion China Project	24.1		23.6	102	
9	10	Publicis	Guerlain China Project, GSK China project	18.1		17.1	84	
10	9	McCann Worldgroup	IndusInd Bank India, Bosch India	16.0		16.0	57	
11	12	VMLY&R	Scotch (Chicken Essence) Thailand, AIS Thailand Project	17.1	LG TVs Global	14.7	145	
12	14	M&C Saatchi Group	Loconav India, MDEC Malaysia Project, SCDL (Content Strategy) Qatar Project	14.9		14.4	70	
13	11	Grey Group	Melbourne & Olympic Parks Australia Project, BYTEDANCE Hong Kong Project	14.3		14.3	52	
14	13	TBWA	NAB Australia, Gatorade Australia, My Muscle Chef Australia	19.0		12.3	13	
15	15	Saatchi & Saatchi	Yili_JinLingGuan_Retainer_SSBJ China, MarsWrigly China Project	14.7	Ladbrokes Australia	12.1	79	
16	21	BBH	Mini China, Yes Bank India Project, UOB Brand Revitalisation Singapore Project	11.6	Absolut Global	11.1	18	
17	16	ThinkerBell	Universities Australia, Systema AI Australia Project, Paytime Australia Project	9.0		9.0	22	
18	17	Special Group	ANZ Bank ANZ	6.5		6.5	4	
19	19	FCB	Resorts World Genting Malaysia, Spritzer Malaysia	6.6		6.4	21	
20	18	Isobar	Vifon Joint Stock Company Vietnam Project, GO VIET Technology Vietnam Project	6.0		6.0	91	
						2021 (Jan-Oct):	558.7	2,420
						2020 (Jan-Oct):	442.6	2,158
						YoY Comparison:	26.2%	12.1%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Meta (Facebook etc) Global	88.1	137
2	3	Wavemaker	Tech Client, Perrigo Australia, Matrimony.com India, Philips (Male Grooming) - Planning	58.4	Campari Group Australia	54.4	114
3	4	PHD	DIDI China, Chanel Global, Zurich Insurance Indonesia Project	49.2	Brillon India	47.5	70
4	2	OMD	SKIS Bank Taiwan Project, Apollo Pharmacy Limited India	45.8	Eastspring Thailand	41.4	86
5	5	Zenith	Reckitt Malaysia , Reckitt Philippines, Rio Tinto Group Australia	42.9	Edrington Singapore	26.3	45
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	13	Spark Foundry	Meta (Facebook etc) Global, Voyages Indigenous Tourism Australia, Globe Telecom Inc Philippines Project	19.9		19.7	26
9	11	Initiative	Reckitt (Offline Media) Indonesia, Bombinate Technologies (Koo Media) India	21.0	Hamdard(Offline) India	19.6	54
10	8	MediaCom	Florentia Village China, Car24 Thailand	23.4	Breitling China	19.1	48
11	9	Dentsu X	Tencent Financial Technology China, Fujifilm China Project, HITACHI, LTD Singapore	16.4		16.2	144
12	10	Universal McCann	Tourism Australia, RACQ Australia, Sentosa Singapore	15.5		15.5	36
13	12	Havas Media	Just Dial India, StashFin India, Revlon India	14.7	LBC Philippines	13.4	42
14	35	iProspect	Kering (Gucci, YSL etc) Global, Yadea Electric Bike China, TCL China	17.5	Jaguar Land Rover China	10.5	84
15	14	Starcom	Daesang Korea Project, Ferrero China, ABInBev (Commerce) China, Moncler China Buying only	7.5	Petroleum Authority of Thailand Thailand	4.6	19
16	21	Resolution Digital	SCA Listnr Australia, Precision Group Australia Project, PwC Australia Project	3.4		3.4	14
17	16	Trio	PepsiCo Australia	2.1		2.1	1
18	17	m/SIX	Nilon's India, Parag Milk Foods India, Dindigul Thalappakatti India	1.5		1.5	20
19	-	Nunn Media	Silversea Cruises APAC	1.0		1.0	1
20	18	Kaimera	BritBox, Campos Coffee, Aston Martin, My Muscle Chef, MedAdvisor	0.7		0.7	5

2021 (Jan-Oct):	432.6	1,096
2020 (Jan-Oct):	315.9	1,080
YoY Comparison:	36.9%	1.5%

2021 Creative & Media (Jan-Oct):	991.2	3,516
2020 Creative & Media (Jan-Oct):	758.5	3,238
YoY Comparison:	30.7%	8.6%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.