



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 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	Lifeyasy China, Sunwoda Electronic Co Ltd China, NEA Singapore	95.0		94.5	551	
2	-	WPP	The Coca-Cola Company Global	66.0		66.0	1	
3	2	Wunderman Thompson	Vedanta India Project, Mega Lifesciences Public Co Ltd India Project	59.0		59.0	237	
4	4	DDB	PepsiCo Australia, Cupra Australia, News Corp Australia	50.3		50.3	208	
5	3	Leo Burnett	McDonald's China Project, Siam Kubota Thailand, PMI Hong Kong Project	51.0	GIO insurance Australia	49.6	159	
6	6	Digitas	MOC Project, UnionPay Project, Huawei China Project, Ji Nan On Cloud China Project	30.7		30.7	52	
7	5	Havas Worldwide	AKARA CAPITAL ADVISORS PVT LTD India, ERUDITUS India	30.0		29.0	93	
8	7	Dentsu	KSF China Project, Ito En China Project	26.1	United Airlines Global	25.1	87	
9	8	BBDO	Swisse Australia, Victoria Department of Transport Australia, Smoore (Vaping Chip) China Project	24.9		24.4	105	
10	9	Publicis	Estee Lauder China Project, iGuzzini China Project, Codex Beauty China	20.2		19.2	100	
11	12	M&C Saatchi Group	Nando's Australia, Audible India Project	17.6		17.1	74	
12	10	McCann Worldgroup	Green Cell Mobility India, Zoetis Thailand Project, Nanjing OCT China Project	16.6		16.6	63	
13	13	Grey Group	UBank Australia, Volkswagen Porsche Korea Project, Melbourne & Olympic Parks Australia Project	14.9		14.9	54	
14	11	VMLY&R	Land Transport Authority Singapore Project, Scotch (Chicken Essence) Thailand, AIS Thailand Project	17.2	LG TVs Global	14.7	146	
15	15	Saatchi & Saatchi	Deliveroo Hong Kong Project, Invisalign China Project, Pepper fry India	15.0	Ladbrokes Australia	12.5	86	
16	14	TBWA	NAB Australia, Gatorade Australia, My Muscle Chef Australia	19.0		12.3	13	
17	16	BBH	Kevala India, Mahindra Racing India	11.6	Absolut Global	11.1	20	
18	17	ThinkerBell	The Salvation Army Australia, Universities Australia, Systema AI Australia Project	9.4		9.4	23	
19	23	MullenLowe Group	UPS Singapore, Bayer - Saridon And Supradyn India, Lagos Free Zone India	7.5		7.5	43	
20	19	FCB	Domino's Malaysia, Resorts World Genting Malaysia, Spritzer Malaysia	6.9		6.7	22	
						2021 (Jan-Nov):	657.9	2,582
						2020 (Jan-Nov):	502.5	2,383
						YoY Comparison:	30.9%	8.4%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Nov 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	Yili China, China Sports Lottery China Planning, Lovely Professional University India	170.7	Meta (Facebook etc) Global	136.1	177
2	10	MediaCom	The Coca-Cola Company Global, RCRC SaudiArabia, Exide Battery India Digital	72.1	Breiting China	67.9	51
3	2	Wavemaker	Foodpanda Philippines, Zuellig Pharmaceuticals Philippines	60.3	Campari Group Australia	56.4	127
4	3	PHD	Google Australia, Ikea Thailand, New Zealand Lotto New Zealand	49.8	Brillon India	48.1	75
5	4	OMD	Beiersdorf APAC, Danone Thailand, Sun Life Financial Hong Kong	48.5	Yili China TV Buying	33.4	93
6	5	Zenith	Subway Australia, Reckitt Australia	47.2	Edrington Singapore	30.1	56
7	6	Publicis Media	Stellantis Global, Nestle Pakistan	25.0		25.0	2
8	8	Spark Foundry	Johnson & Johnson Australia, Meta (Facebook etc) Global, Voyages Indigenous Tourism Australia	21.8		21.6	29
9	12	Universal McCann	Foodpanda Malaysia, Meter Bonwe China, Menulog Australia	21.3		21.3	41
10	9	Initiative	Reckitt (Offline Media) Indonesia, Bombinate Technologies (Koo Media) India	21.0	Hamdard(Offline) India	19.6	54
11	7	Carat	Amorepacific China, Pernod Ricard China, UGG China	27.0	Foodpanda Malaysia	17.1	120
12	11	Dentsu X	Tencent Financial Technology China, Fujifilm China Project, HITACHI, LTD Singapore	16.4		16.2	144
13	13	Havas Media	Dolce & Gabbana Global, RenewBuy India, PureVeda (Aurea Biolabs) India	16.6	LBC Philippines	15.2	48
14	37	Essence	Google Global, Crocs China	12.6	MamaEarth India	11.7	3
15	14	iProspect	Kering (Gucci, YSL etc) Global, Yadea Electric Bike China, TCL China	17.5	Jaguar Land Rover China	10.5	84
16	16	Resolution Digital	SCA Listnr Australia, Precision Group Australia Project, PwC Australia Project	3.4		3.4	14
17	17	Trio	PepsiCo Australia	2.1		2.1	1
18	18	m/SIX	Nilon's India, Parag Milk Foods India, Dindigul Thalappakatti India	1.5		1.5	20
19	-	Atomic 212	Pet Circle Australia, Audika Australia, O'Brien Autoglass Australia	1.4		1.4	11
20	15	Starcom	Epson Australia, Daesang Korea Project, Ferrero China, ABInBev (Commerce) China	7.7	The Coca-Cola Company SEA	1.5	21

2021 (Jan-Nov):	543.4	1,211
2020 (Jan-Nov):	336.6	1,153
YoY Comparison:	61.4%	5.0%

2021 Creative & Media (Jan-Nov):	1,201.2	3,793
2020 Creative & Media (Jan-Nov):	839.1	3,536
YoY Comparison:	43.2%	7.3%

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.