



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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 | 101.6 | | 100.6 | 573 | |
| 2 | 14 | VMLY&R | Coca Cola India Project, Lululemon China Project, QSR Stores Malaysia Project | 81.3 | LG TVs Global | 78.8 | 159 | |
| 3 | 2 | WPP | The Coca-Cola Company Global | 66.0 | | 66.0 | 1 | |
| 4 | 3 | Wunderman Thompson | Vedanta India Project, Mega Lifesciences Public Co Ltd India Project | 59.6 | | 59.6 | 239 | |
| 5 | 4 | DDB | Pfizer Med Ed Australia, Hennessy GTR Gamification China Project, Carlsberg 1664 China Project | 50.6 | | 50.6 | 223 | |
| 6 | 5 | Leo Burnett | McDonald's China Project, Siam Kubota Thailand, PMI Hong Kong Project | 51.4 | GIO insurance Australia | 50.0 | 160 | |
| 7 | 9 | BBDO | Mercedes-Benz China, Budweiser China project | 35.4 | | 34.9 | 113 | |
| 8 | 7 | Havas Worldwide | IKEA India Project, McKinsey & Company India Project, Puy du Fou China Project | 32.0 | | 31.0 | 97 | |
| 9 | 6 | Digitas | MOC Project, UnionPay Project, Huawei China Project, Ji Nan On Cloud China Project | 30.7 | | 30.7 | 52 | |
| 10 | 8 | Dentsu | KSF China Project, Ito En China Project, Social Alpha India | 31.4 | United Airlines Global | 30.4 | 129 | |
| 11 | 15 | Saatchi & Saatchi | Deliveroo Hong Kong Project, Invisalign China Project, Pepper fry India | 22.6 | Ladbrokes Australia | 20.1 | 92 | |
| 12 | 10 | Publicis | Estee Lauder China Project, iGuzzini China Project, Codex Beauty China | 20.2 | | 19.2 | 100 | |
| 13 | 11 | M&C Saatchi Group | Nando's Australia, Audible India Project | 17.6 | | 17.1 | 74 | |
| 14 | 12 | McCann Worldgroup | Green Cell Mobility India, Zoetis Thailand Project, Nanjing OCT China Project | 16.6 | | 16.6 | 63 | |
| 15 | 13 | Grey Group | Hasbro, Inc China Project, Asustek Computer Inc India, Musical.ly Inc Thailand Project | 15.4 | | 15.4 | 59 | |
| 16 | 16 | TBWA | NAB Australia, Gatorade Australia, My Muscle Chef Australia | 19.0 | | 12.3 | 13 | |
| 17 | 17 | BBH | Mulberry Singapore Project, Kevala India, Mahindra Racing India | 12.1 | Absolut Global | 11.6 | 21 | |
| 18 | 18 | ThinkerBell | The Salvation Army Australia, Universities Australia, Systema AI Australia Project | 9.4 | | 9.4 | 23 | |
| 19 | 19 | MullenLowe Group | UPS Singapore, Bayer - Saridon And Supradyn India, Lagos Free Zone India | 7.5 | | 7.5 | 43 | |
| 20 | 22 | Special Group | Wimp to Warrior New Zealand, Interislander Ferry New Zealand | 7.4 | | 7.4 | 9 | |
| | | | | | | 2021 (Jan-Dec): | 760.8 | 2,755 |
| | | | | | | 2020 (Jan-Dec): | 559.3 | 2,671 |
| | | | | | | YoY Comparison: | 36.0% | 3.1% |

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

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| 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 | 175.7 | Meta (Facebook etc) Global | 140.9 | 230 |
| 2 | 2 | MediaCom | AkzoNobel China, William Grant & Sons China, Bose Corporation Korea | 72.4 | Breiting China | 68.1 | 54 |
| 3 | 3 | Wavemaker | Foodpanda Philippines, Zuellig Pharmaceuticals Philippines | 60.3 | Campari Group Australia | 56.2 | 127 |
| 4 | 4 | PHD | ShareChat India, Sanofi India, Lead School India | 50.5 | Brillon India | 48.8 | 80 |
| 5 | 5 | OMD | Beiersdorf APAC, Danone Thailand, Sun Life Financial Hong Kong | 51.9 | Yili China TV Buying | 36.8 | 102 |
| 6 | 6 | Zenith | Subway Australia, Reckitt Australia | 47.8 | Edrington Singapore | 30.7 | 62 |
| 7 | 12 | Dentsu X | Reckitt Benckiser India, Mandom Malaysia Project | 30.4 | | 30.2 | 189 |
| 8 | 7 | Publicis Media | Stellantis Global, Nestle Pakistan | 25.0 | | 25.0 | 2 |
| 9 | 8 | Spark Foundry | Abbott Laboratories India, Johnson & Johnson Australia, Meta (Facebook etc) Global | 23.0 | | 22.8 | 42 |
| 10 | 11 | Carat | The Coca-Cola Company Korea, SA Government Australia | 31.7 | Foodpanda Malaysia | 21.7 | 161 |
| 11 | 9 | Universal McCann | Foodpanda Malaysia, Meter Bonwe China, Menulog Australia | 21.3 | | 21.3 | 41 |
| 12 | 10 | Initiative | Duopharma Malaysia, Arvind Brands - Arrow India, Maybank MAE Malaysia Project | 21.7 | Hamdard(Offline) India | 20.3 | 59 |
| 13 | 13 | Havas Media | Taisho Philippines, RenewBuy India, Mylan Philippines | 17.6 | LBC Philippines | 16.2 | 53 |
| 14 | 14 | Essence | Google Global, Crocs China | 12.6 | MamaEarth India | 11.7 | 3 |
| 15 | 15 | iProspect | Amway Taiwan, Kering (Gucci, YSL etc) Global, Yadea Electric Bike China, TCL China | 18.2 | Jaguar Land Rover China | 11.3 | 102 |
| 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 | 2.0 | | 2.0 | 29 |
| 19 | 20 | Starcom | Epson Australia, Daesang Korea Project, Ferrero China, ABInBev (Commerce) China | 7.9 | The Coca-Cola Company SEA | 1.7 | 23 |
| 20 | 19 | Atomic 212 | Pet Circle Australia, Audika Australia, O'Brien Autoglass Australia | 1.4 | | 1.4 | 11 |

| | | |
|-----------------|-------|-------|
| 2021 (Jan-Dec): | 576.4 | 1,442 |
| 2020 (Jan-Dec): | 368.6 | 1,366 |
| YoY Comparison: | 56.4% | 5.6% |

| | | |
|----------------------------------|---------|-------|
| 2021 Creative & Media (Jan-Dec): | 1,337.2 | 4,197 |
| 2020 Creative & Media (Jan-Dec): | 927.9 | 4,037 |
| YoY Comparison: | 44.1% | 4.0% |

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.