

## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 2022

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	SingTel Singapore B2B, Miao Run China, William Grant & Sons Singapore	29.4	Siemens Global	28.4	155	
2	2	DDB	Meta India, Bosch Hong Kong, Bullish Hong Kong Project	16.5		16.4	36	
3	8	Wunderman Thompson	Sun Pharmaceutical Industries Ltd India, AU Small Finance India, Edelweiss India Project	12.9		12.9	65	
4	3	BBH	Singapore Tourism Board Singapore	9.2		9.2	1	
5	4	BBDO	HCF Australia, Storytel Korea, CHANGAN EV - C385 China	8.3		8.3	28	
6	-	Havas Worldwide	AEON Credit Service Hong Kong Project, MTR Malls Hong Kong Project	8.3		8.3	19	
7	5	M&C Saatchi Group	Shift Australia, Worksafe VIC Australia, Hire up Australia	8.0		8.0	26	
8	-	McCann Worldgroup	Fujifilm (Instax) China Project, RS Components China Project, WealthNavi Japan Project	3.1		3.1	10	
9	7	Wondrlab	Faasos India Project, Cholayil Private Limited (Medimix) India, Tata Strive India	1.8		1.8	44	
10	-	Leo Burnett	SingTel Singapore social media and content marketing	1.5		1.5	1	
11	-	The Works	Flight Deck Australia Project	1.2		1.2	6	
12	-	The Womb	Matter India, TrueCaller India, Lively India	0.8		0.8	5	
13	9	The Royals	DON Smallgoods, MLC Life Insurance Australia Project, KPMG Australia Project	0.6		0.6	7	
14	10	Kinnect	MX Player India, Mahindra Electric India Project	0.6		0.6	6	
15	-	Mullenlowe Group	ITC Foods India, Zebpay India, Ferns N Petals India Project	0.5		0.5	4	
16	-	72andSunny	Taco Bell Australia	0.5		0.5	1	
17	-	FCB	Domino's Pizza Malaysia	0.5		0.5	1	
18	6	Saatchi & Saatchi	Siemens Global	1.0		0.4	1	
19	11	Grey Group	Hong Leong Group Hong Kong, Qatar Rail Qatar, Bang & Olufsen Korea	0.3		0.3	3	
20	12	ThinkerBell	Airtasker Australia, Teach for Australia, SOFA Australia	0.2	Guide Dogs Australia	0.2	4	
						2022 (Jan-Feb):	95.7	450
						2021 (Jan-Feb):	93.9	408
						YoY Comparison:	1.9%	10.3%

## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 2022

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 social media, Maxcut Korea, Liu Yue Xian China Project	31.9	Danamon Indonesia	30.5	51
2	2	Zenith	L'Oreal Singapore, Thailand, Malaysia	7.2		7.2	4
3	3	PHD	Chanel China, Chanel Hong Kong Project, Paragon Indonesia Digital	4.4		4.4	8
4	6	MediaCom	DL Group Korea, HEBE Indonesia Digital, Raise Fintech Ventures Pvt Ltd India	4.7	Pizza Hut Indonesia Digital	4.0	11
5	-	Havas Media	CoinSwitch India, Valvoline India, Supr Daily (Swiggly) India	2.4		2.4	7
6	4	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2
7	-	Dentsu X	Mengniu China Digital Media	2.0		2.0	1
8	5	OMD	L'Oreal Hong Kong Porject, Te Pukenga New Zealand, Danamon Indonesia	1.9		1.9	9
9	7	Ryvalmedia	Self Wealth Australia, Anthem Australia, Mahindra Australia	1.4		1.4	15
10	13	Wavemaker	Paytm India, Sharekhan (Digital/Content) India Project, UNICEF (Offline) India Project	5.5	Chanel China	1.1	19
11	-	Mediahub	AHI Carrier Australia	0.7		0.7	2
12	-	Initiative	Dreamy Bubble Tea Thailand, One Bangkok Thailand, Rabbit Life Thailand	0.4		0.4	4
13	9	Media Kinnect	Turtlemint India	0.1		0.1	3
14	10	DRUM	ANZ New Zealand Projects, James Hardie New Zealand Projects, Bunnings New Zealand Projects	0.0		0.0	7
15	8	Hearts & Science	Superloop Australia Project	0.2	Blackmores Australia	-0.4	2

2022 (Jan-Feb):	51.3	145
2021 (Jan-Feb):	50.7	149
YoY Comparison:	1.1%	-2.7%

2022 Creative & Media (Jan-Feb):	147.0	595
2021 Creative & Media (Jan-Feb):	144.7	557
YoY Comparison:	1.6%	6.8%

### 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.