

## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	JD.com China, Huawei China, Tata Digital India	38.8	Siemens Global	37.8	206	
2	2	DDB	Asian Alliance Project, Suree Interfoods Thailand Project, Meesho India	26.0		26.0	65	
3	3	Wunderman Thompson	Sun Pharmaceutical Industries Ltd India, AU Small Finance India, Edelweiss India Project	12.9		12.9	65	
4	-	Dentsu	Watson's Personal Care Stores Taiwan, Honda Vietnam Co., Ltd. Vietnam Project, Chowking Food Corp. Philippines	11.5		11.5	158	
5	6	Havas Worldwide	Celio India, Connor's Stout Porter Malaysia, MOLSON COORS	11.5		11.5	27	
6	4	BBH	Singapore Tourism Board Singapore	9.2		9.2	1	
7	7	M&C Saatchi Group	Shift Australia, Worksafe VIC Australia, Hire up Australia	8.0		8.0	26	
8	5	BBDO	HCF Australia, Storytel Korea, CHANGAN EV - C385 China	8.3	Aleve Global	6.3	28	
9	8	McCann Worldgroup	Galderma Philippines Project, NTT Japan Project, Sanofi China Project	4.5		4.5	19	
10	-	R/GA	LendLease APAC, General Motors China APAC, Earth 2 APAC	4.2		4.2	7	
11	19	Grey Group	Monster Energy China, General Motors China, Virbac Australia Project	3.9		3.9	6	
12	15	Mullenlowe Group	Aleve Global, BuyersBuyers Australia, Austrade Global	3.5		3.5	7	
13	9	Wondrlab	Quiz Master India, Sachar Gaming - Khel Play India, Grohe India - Lixil India Project	2.4		2.4	60	
14	10	Leo Burnett	SingTel Singapore social media and content marketing	1.5		1.5	1	
15	11	The Works	Flight Deck Australia Project	1.2		1.2	6	
16	-	It's Friday	Domino's Australia, Colonial First State Australia	1.0		1.0	2	
17	18	Saatchi & Saatchi	Siemens Global, Medecins Sans Frontieres Australia	1.5		0.9	2	
18	20	ThinkerBell	Guinness Australia, Investment NSW Australia, Crystalbrook Australia	0.9	Guide Dogs Australia	0.8	7	
19	12	The Womb	Matter India, TrueCaller India, LiviVely India	0.8		0.8	5	
20	-	Apparent	Dyson Australia, Western Sydney University Australia Project	0.8		0.8	5	
						2022 (Jan-Mar):	147.2	772
						2021 (Jan-Mar):	178.7	783
						YoY Comparison:	-17.6%	-1.4%

## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	3	PHD	Saic Roewe China, World Gold Council China	10.5	Mailchimp Australia	10.4	17	
3	8	OMD	National Australian Labor Party Australia, BHP Mining Australia, Te Pukenga New Zealand	8.3		8.3	32	
4	2	Zenith	L'Oreal Singapore, Thailand, Malaysia	7.2		7.2	4	
5	4	MediaCom	FunNFood India, Lendingkart India, DL Korea	7.1	Pizza Hut Indonesia Digital	6.4	31	
6	5	Havas Media	Zupee India, Godrej Indonesia, Revlon India	3.8		3.8	10	
7	7	Dentsu X	PT Ajinomoto Indonesia Indonesia, WayCool Foods & Products Pvt. Ltd. India	3.1		3.1	42	
8	-	iProspect	Kering SA Korea, Kering Taiwan, PT Mahakarya Sukses Indonesia Indonesia	3.6		2.9	44	
9	-	Universal McCann	Wealth Navi Japan, tourism promotions board philippines Project	2.5		2.5	10	
10	-	Resolution Digital	Suncorp Australia Project, Carpet Call Australia Project, H&R Block Australia	2.4		2.4	19	
11	-	Carat	MGA Entertainment, Inc. Australia, Murdoch University Australia	3.0		2.4	43	
12	6	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2	
13	9	Ryvalmedia	Shute Harbour Marina: Australia, Australian Automobile Association: Australia, WestHQ: Australia	1.6		1.6	21	
14	10	Wavemaker	L'Oréal Travel Retail (IMC) China, Abbott Pediasure China, Abbott Nutrition China	7.2	Acko Life Insurance India	1.2	29	
15	11	Mediahub	AHI Carrier Australia	0.7		0.7	2	
16	12	Initiative	Australian Unity Australia, Paxel Indonesia	0.7	Carnival Corporation Australia	0.4	6	
17	-	Flow	Carnival Corporation Australia	0.3		0.3	1	
18	13	Media Kinnect	Turtlemint India	0.1		0.1	3	
19	14	DRUM	ANZ New Zealand Projects, James Hardie New Zealand Projects, Bunnings New Zealand Projects	0.0		0.0	7	
20	15	Hearts & Science	Superloop Australia Project	0.2	Blackmores Australia	-0.4	2	
						2022 (Jan-Mar):	79.4	377
						2021 (Jan-Mar):	96.3	320
						YoY Comparison:	-17.6%	17.8%
						2022 Creative & Media (Jan-Mar):	226.6	1,149
						2021 Creative & Media (Jan-Mar):	275.1	1,103
						YoY Comparison:	-17.6%	4.2%

### 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.