



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 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	42.3	Siemens Global	41.3	233	
2	2	DDB	Asian Alliance Project, Suree Interfoods Thailand Project, Meesho India	29.4		27.4	86	
3	3	Wunderman Thompson	Sun Pharmaceutical Industries Ltd India, AU Small Finance India, Edelweiss India Project	27.1		27.1	131	
4	4	Dentsu	Watson's Personal Care Stores Taiwan, Honda Vietnam Co., Ltd. Vietnam Project, Chowking Food Corp. Philippines	13.8		13.8	162	
5	5	Havas Worldwide	Celio India, Connor's Stout Porter Malaysia, MOLSON COORS	13.6		13.6	34	
6	7	M&C Saatchi Group	Shift Australia, Worksafe VIC Australia, Hire up Australia	12.9		12.9	37	
7	29	VMLY&R	Boonthavorn Thailand Project, ITC India, TTK India	19.6	Singapore Tourism Singapore	10.4	57	
8	6	BBH	Singapore Tourism Board Singapore	9.2		9.2	1	
9	9	McCann Worldgroup	Galderma Philippines Project, NTT Japan Project, Sanofi China Project	6.6		6.6	30	
10	8	BBDO	HCF Australia, Storytel Korea, CHANGAN EV - C385 China	8.5	Aleve Global	6.5	35	
11	10	R/GA	LendLease APAC, General Motors China APAC, Earth 2 APAC	4.2		4.2	7	
12	11	Grey Group	Monster Energy China, General Motors China, Virbac Australia Project	4.0		4.0	9	
13	12	Mullenlowe Group	Aleve Global, BuyersBuyers Australia, Austrade Global	3.5		3.5	7	
14	13	Wondrialb	Quiz Master India, Sachar Gaming - Khel Play India, Grohe India - Lixil India Project	2.8		2.8	72	
15	-	Isobar	KFC China Project, Standard Foods China Project, Mary Kay China	2.4		2.4	5	
16	-	One Green Bean	J&J hair and skin care brands Australia *content*	2.0		2.0	1	
17	14	Leo Burnett	SingTel Singapore social media and content marketing	1.5		1.5	1	
18	15	The Works	Flight Deck Australia Project	1.2		1.2	6	
19	16	It's Friday	Domino's Australia, Colonial First State Australia	1.0		1.0	2	
20	17	Saatchi & Saatchi	Siemens Global, Medecins Sans Frontieres Australia	1.5		0.9	2	
						2022 (Jan-Apr):	198.3	970
						2021 (Jan-Apr):	261.6	1,032
						YoY Comparison:	-24.2%	-6.0%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 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	-	Publicis Media	PepsiCo China	20.0		20.0	1
2	1	Mindshare	Xiao Xiniu China, Hoya China, Dencare China	34.3	PepsiCo China	13.0	67
3	2	PHD	Restaurant Brands International (RBI) US, Liberty Insurance Spain, Pikolin SL Spain	12.1	Mailchimp Australia	11.9	24
4	3	OMD	Saluega Italy, Getir Italy, Estee Lauder Argentina and Chile	9.1		9.1	36
5	6	Havas Media	Genesis China, UTI Mutual Funds India, Firefox Bikes India	7.3		7.3	15
6	4	Zenith	L'Oreal Singapore, Thailand, Malaysia	7.2		7.2	4
7	5	MediaCom	Cars24 Indonesia, Indodax Indonesia	7.4	Pizza Hut Indonesia Digital	6.7	33
8	14	Wavemaker	Meituan China, Epson - Printer China, Versace China	11.1	Acko Life Insurance India	5.1	33
9	-	Dentsu	Lenovo Global	5.0		4.3	1
10	7	Dentsu X	PT Ajinomoto Indonesia Indonesia, WayCool Foods & Products Pvt. Ltd. India	3.1		3.1	42
11	8	iProspect	Kering SA Korea, Kering Taiwan, PT Mahakarya Sukses Indonesia Indonesia	3.6		2.9	44
12	13	Ryvalmedia	Bet365, Brogan's Way Australia, Kulkote & SleepmakerMe Australia	2.7		2.7	26
13	9	Universal McCann	Wealth Navi Japan, tourism promotions board philippines Project	2.5		2.5	10
14	10	Resolution Digital	KCA Australia, Woolworths at Work Australia, Healthy Life Australia Project	2.4		2.4	25
15	12	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2
16	11	Carat	L'oreal Travel Retail China, MGA Entertainment, Inc. Australia, Murdoch University Australia	3.1	Bet365	1.7	44
17	16	Initiative	Taisho Pharmaceutical Indonesia, Merck MSD Australia, Australian Unity Australia	1.1	Carnival Corporation Australia	0.9	8
18	15	Mediahub	AHI Carrier Australia	0.7		0.7	2
19	17	Flow	John Deere Australia, Carnival Corporation Australia	0.5		0.5	2
20	-	Half Dome	Ego Pharmaceuticals Australia, Petspiration (PETstock) Australia Digital	0.4		0.4	2

2022 (Jan-Apr):	98.1	443
2021 (Jan-Apr):	130.0	357
YoY Comparison:	-24.5%	24.1%

2022 Creative & Media (Jan-Apr):	296.4	1,413
2021 Creative & Media (Jan-Apr):	391.6	1,389
YoY Comparison:	-24.3%	1.7%

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 Apr keting ROI.