



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Aureus Academy Singapore, China Energy Engineering Corp China, Dongpeng Group China	46.9	Siemens Global	45.8	267	
2	3	Wunderman Thompson	Msc Pfizer India, The Macallan, Famous Grouse Global CRM, Monster.com India	28.3		28.3	141	
3	2	DDB	DOH Philippines Project, BANGCHAK CORPORATION (ENERGY) Thailand Project	29.8	DON Smallgoods Australia	27.3	96	
4	4	VMLY&R	Thai Oil Thailand Project, Baby Love Thailand Project, Acne Squad India Project	21.8		21.8	71	
5	7	M&C Saatchi Group	Jimmy Brings Australia Project, AUIB Iraq	14.8		14.8	39	
6	6	Havas Worldwide	Bosch India Project, Oplus Mobitech India Project, SEB India Project	14.8		14.8	38	
7	5	Dentsu	Watson's Personal Care Stores Taiwan, Honda Vietnam Co., Ltd. Vietnam Project, Chowking Food Corp. Philippines	13.8		13.8	162	
8	9	McCann Worldgroup	NesCafe China Project, China Duty Free China Project, Innocent China Project	11.4		11.4	44	
9	8	BBH	Singapore Tourism Board Singapore	9.2		9.2	1	
10	11	R/GA	GM (Luxury Division) China, McDonald's Australia	7.4		7.4	15	
11	10	BBDO	Aston Martin China, ABI - Harbin Beer China Project, Yili Dairy China	8.7	Aleve Global	6.2	45	
12	12	Grey Group	Arrawanna China Project, Warner Bros. China, Genesis BBQ Korea Project	4.2		4.2	15	
13	14	Wondrialb	HDFC Bank India, Bajaj Electrical Limited India Project	3.7		3.7	89	
14	13	Mullenlowe Group	Aleve Global, BuyersBuyers Australia, Austrade Global	3.5		3.5	7	
15	15	Isobar	Standard Foods China Project, Mary Kay China	2.4		2.4	5	
16	-	Cummins & Partners	Godfreys Australia, Saporro Australia, Adore Beauty Australia	2.8		2.3	14	
17	23	Apparent	Brickfit Australia, Enablo Australia, Nurio.io Australia Digital	2.1		2.1	11	
18	16	One Green Bean	J&J hair and skin care brands Australia *content*	2.0		2.0	1	
19	-	Centrick	EFL Global India, LuvLap India, Kirloskar Vasundhara India	1.5		1.5	5	
20	18	The Works	Flight Deck Australia Project	1.2		1.2	6	
						2022 (Jan-May):	233.7	1,127
						2021 (Jan-May):	311.5	1,248
						YoY Comparison:	-25.0%	-9.7%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Zenith	Lipton, Pukka Herbs Australia, The Macallan Australia, PepsiCo China	28.0		28.0	7
2	2	Mindshare	China Sports Lottery China AOR - Planning, NIIT India, Credavenue Private Limited India	38.7	PepsiCo China	16.9	95
3	7	Wavemaker	Danone APAC 9 Market, Amazon Audible Global, L'Oréal (Digital) Indonesia	21.8	Acko Life Insurance India	15.4	42
4	3	PHD	Scoot airline APAC, Swisse Wellness Australia, Twitter Indonesia	12.1	Mailchimp Australia	11.9	24
5	4	OMD	Beiersdorf Indonesia, NCS Singapore	9.1		9.1	36
6	5	Havas Media	Noah China, IFFCO-Tokio India, Philippine Airlines (PAL) Philippines	8.7		8.7	21
7	6	MediaCom	Burger King Saudi Arabia, National Rugby League Australia, Febreze Korea Digital	8.6	Pizza Hut Indonesia Digital	6.4	39
8	8	Dentsu	Lenovo Global	5.0		4.3	1
9	9	Dentsu X	PT Ajinomoto Indonesia Indonesia, WayCool Foods & Products Pvt. Ltd. India	3.1		3.1	42
10	11	Ryvalmedia	New Anthem Projects Australia, RokkShop Australia, Next Smile Australia	2.9		2.9	30
11	10	iProspect	Kering SA Korea, Kering Taiwan, PT Mahakarya Sukses Indonesia Indonesia	3.6		2.9	44
12	12	Universal McCann	Wealth Navi Japan, tourism promotions board philippines Project	2.5		2.5	10
13	13	Resolution Digital	KCA Australia, Woolworths at Work Australia, Healthy Life Australia Project	2.4		2.4	25
14	14	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2
15	15	Carat	L'oreal Travel Retail China, MGA Entertainment, Inc. Australia, Murdoch University Australia	3.1	Bet365	1.6	44
16	-	Omnicom Media Group	Unilab Philippines	1.5	Valvoline India	1.5	1
17	16	Initiative	Taisho Pharmaceutical Indonesia, Merck MSD Australia, Australian Unity Australia	1.1	Carnival Corporation Australia	0.9	8
18	-	Logicserve Digital	ART Fertility Clinic India, Bajaj Consumer India, Bharat Matrimony India	0.7	Valvoline India	0.7	27
19	17	Mediahub	AHI Carrier Australia	0.7		0.7	2
20	18	Flow	John Deere Australia, Carnival Corporation Australia	0.5		0.5	2

2022 (Jan-May) :	122.0	531
2021 (Jan-May) :	149.4	419
YoY Comparison:	-18.3%	26.7%

2022 Creative & Media (Jan-May) :	355.7	1,658
2021 Creative & Media (Jan-May) :	460.9	1,667
YoY Comparison:	-22.8%	-0.5%

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.