2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2023

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	13	M&C Saatchi Group	Australian Retirement Trust Australia, Astra Credit Company	7.1		7.1	18
2	8	BBDO	Jack Daniel's Tennessee Whiskey India, Roewe China, Jaguer Land	4.4		4.4	19
3	19	Grey Group	Barwa Bank Qatar, Boonrawd Trading - Leo Beer Thailand Project,	3.0		3.0	10
4	1	Ogilvy	Coca-Cola Company Hong Kong, Langham Hotels Hong Kong, Thai	1.9		1.9	28
5	37	Centrick	Kirloskar - Industrial Engines India, EFL CSR Project India, Kirloskar Oil	1.6		1.6	7
6	7	Havas Worldwide	BYD India Pvt Ltd India Project, Dabur - Badshah Masala India, Hilti	1.5		1.5	5
7	82	TBWA	Pernod Ricard Australia, Kraft Heinz Australia, Moccona Australia	1.4		1.4	3
8	4	DDB	Meta India Project, Mars Digital India, Navavej Hospital Thailand	1.2		1.2	8
9	3	Wunderman Thompson	NPCI India, Mirum Dubai (Capital Catering, ADNEC, Alain) India,	1.1		1.1	9
10		NP Digital	Meet Alfred Australia Project, Hewlett Packard Australia Project ,	1.0		1.0	14
11	6	VMLY&R	The Pizza Company Thailand, ttb Thailand Project , OnePlus APAC	0.6		0.6	9
12	10	McCann Worldgroup	Apollo India Project, Cognizant India, Marie-Classe Japan Project	0.6		0.6	4
13	17	Wondrlab	Vectura Fertin Pharma Private Limited - RYZE India Project, Tata	0.3		0.3	16
14	32	ThinkerBell	Fight Food Waste Australia Project, Kx Pilates Australia Project	0.3		0.3	2
15	25	The Womb	Samco India	0.2		0.2	1
16	5	Dentsu	Auto Company China	0.1		0.1	1
					2023 (Jan):	26.2	154
					2022 (Jan):	46.2	222
					YoY Comparison:	-43.3%	-30.6%

2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2023

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	4	Wavemaker	KIA China AOR (Planning & Buying scope), China UnionPay (Planning),	10.0		10.0	9
2	3	Mindshare	The Investor and Financial Education Council (IFEC), DBS	9.3		9.3	20
3	10	EssenceMediacom	Vivo Mobile,IQOO India, All Korea, Liby China	4.3		4.3	7
4	8	Dentsu X	Tencent IEG China, Casetify China, Shiseido FTS China	2.3		2.3	3
5	16	LS Digital	Smartcoin India, More Retail India, Allen Digital India	2.2		2.2	8
6	11	Carat	Mageline China Planning Scope	0.7		0.7	1
7	23	m/SIX	Dr. Reddy's Laboratories Ltd India, ManipalCigna Health Insurance Pvt	0.4		0.4	6
8	7	Initiative	Jemena Australia, Bonteh, Delbis, Gisi (PT Frastrata Buana) Indonesia	0.4		0.4	2
9	9	Havas Media	Innocean Worldwide Korea Media	0.3		0.3	1

2023 (Jan):	29.9	57
2022 (Jan):	32.5	76
YoY Comparison:	-7.9%	-25.0%

2022 Creative & Media (Jan-Dec):	56.1	211
2021 Creative & Media (Jan-Dec):	78.7	298
YoY Comparison:	-28.7%	-29.2%

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 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.