



## 2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	1	Ogilvy	Sinopharm China Project, He Yi Real Estate China Project, Huawei China Project	50.9		50.8	262	
2	2	BBDO	NIO China, BANGKOK BANK Thailand, Great Eastern Singapore	38.5		38.5	124	
3	3	Grey Group	Reckitt Benckiser Malaysia Project, Mirqab holding - Doha Malls Qatar Project, Procter & Gamble (P&G) Hong Kong Project	27.6		26.5	101	
4	6	Dentsu	Techcombank Vietnam Project, Abbott Vietnam Project, Masan Vietnam Project	24.5		24.2	218	
5	5	DDB	CAL Creations Company Limited Thailand Project, Inframat India Project, Omega watches India Project	23.8		23.8	93	
6	17	McCann Worldgroup	IKEA (Branding) Global Branding, First Philippine Holding Corp. Philippines, Nike Resellers Japan	23.8		23.8	43	
7	4	MSL	Destination NSW India, Soho House India, Economic Development Division International Public Relations Services India	21.6		21.6	99	
8	9	VMLY&R	EGO China, MediaCorp Singapore, Yonghui China, Xiaomi China Project	18.8		18.8	104	
9	7	Leo Burnett	Charles & Keith Group Korea	18.6		18.4	57	
10	8	M&C Saatchi Group	I-MED Radiology Australia Project, Vic Gov - State Electricity Commission Australia, Federal Gov - CDR Australia Project	17.4		17.4	61	
11	11	Havas Worldwide	NETFLIX Australia, Tourism Tasmania Australia, Reckitt Benckiser Group Australia Project	16.6		16.6	49	
12	10	IPG Health	Pfizer Global	15.0		15.0	1	
13	12	Wunderman Thompson	Lenovo (B2B) Global, VIVO Mobile Pvt. Ltd. India Project, Hafele India Project	14.3		14.0	42	
14	13	FCB	Eco World (Duduk) Malaysia, PepsiCo (Pepsi) Malaysia, AIG Malaysia	12.7		12.7	144	
15	14	Saatchi & Saatchi	Torrent Pharma India, AU Small Finance Bank India, CARTIER INTERNATIONAL India Project	10.3		10.3	38	
16	15	Publicis Worldwide	Pharma Client Janpan	10.2		10.2	27	
17	39	TBWA	Telstra Australia, BMW China, Pernod Ricard Australia, Kraft Heinz Australia, Moccona Australia	11.8		10.1	5	
18	16	IDC Creations Productior	FMCG Client China	8.8		8.8	44	
19	18	Digitas	Duolingo India, Crocs India India, Miele & Cie KG Australia Project	8.0		8.0	29	
20	19	Prodigious	Club Med China Project, Heineken Brouwerijen B.V. China Project, Nippon Paint China	7.0		7.0	38	
						2023 (Jan-Sep):	393.7	1,903
						2022 (Jan-Sep):	424.6	2,230
						YoY Comparison:	-7.3%	-14.7%



## 2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	1	Mindshare	Unilever Australia, Unilever New Zealand, Sum37 + China	53.7	Prudential Insurance Hong Kong	48.6	106	
2	2	Wavemaker	Shopee Philippines Philippines, BDO Unibank Inc. Philippines, Fine Today Vietnam Vietnam	45.5		43.8	54	
3	3	Publicis Media	Pfizer Global	24.2		24.2	2	
4	4	Zenith	Essity Australia, Royal Automobile Club Australia	18.5		17.7	25	
5	10	EssenceMediacom	Uber APAC Australia	22.8	Shell Global	17.6	25	
6	5	Carat	DECATHLON DIGITAL Thailand Project, China Motor Corporation_EM Taiwan, SHINESAENG AD.VENTURE CO., LTD. :4KINGS II Thailand Project	17.4		16.9	110	
7	9	Havas Media	Shell Global, VLCC India, Kia Motors Pvt. Ltd. (Dealer) India	17.5		16.0	52	
8	8	Initiative	Monde Nissin Philippines, ASB Bank Australia, British Council Singapore	15.1	Carlsberg Group Global	13.6	38	
9	7	OMD	CarDekho Group India, Gamesofa Taiwan, Kora New Zealand	13.8	Rahbar Pakistan	13.2	46	
10	6	NP Digital	Deluxe Bathrooms Global , Hair and Skin Science Australia, RateGain Travel Technologies Ltd. - RateGain India Project	13.0		13.0	187	
11	14	PHD	HSBC Global, Royale Enfield India , Rakuten Travel Taiwan	12.8	Unilever Australia	10.6	42	
12	11	LS Digital	TATA Realty India, Blinkit India, NOKIA India	10.6		10.6	99	
13	12	iProspect	PT GoTo Gojek Tokopedia Tbk Indonesia, ShemarooME India, L'Oreal- Kiehl's Taiwan	9.1		9.0	103	
14	13	Starcom	HKMC Annuity Hong Kong, Goldilocks Philippines	7.6	Vital Tea Pakistan	6.8	18	
15	15	Dentsu X	Nice Israel Digital, Kao (Taiwan) Corporation Taiwan Project, Pt. Suzuki Indomobile Motor Indonesia	6.3	Gamesofa Taiwan	5.5	57	
16	16	Hearts & Science	V Credit Hong Kong, MOX by Standard Chartered Hong Kong	4.2		4.2	9	
17	17	Ryvalmedia	Red Balloon Australia, Deaf Connect Diversified Projects Australia, Allied Express Australia	3.2		3.2	34	
18	18	Atomic 212	My Muscle Chef Australia, Victoria University Australia, The Growth Faculty Australia	2.4		2.1	10	
19	19	Digitas	Travel & Tourism Client	2.1		2.0	14	
20	20	Performics	Aditya Birla Group India, Cashe India	1.9		1.9	23	
						2023 (Jan-Sep):	273.2	1,080
						2022 (Jan-Sep):	242.3	1,216
						YoY Comparison:	12.8%	-11.2%
						2022 Creative & Media (Jan-Sep):	667.0	2,983
						2021 Creative & Media (Jan-Sep):	666.9	3,446
						YoY Comparison:	0.0%	-13.4%

### 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 Jun keting ROI.