



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	53.9		53.9	276	
2	2	BBDO	NIO China, BANGKOK BANK Thailand, Great Eastern Singapore	41.9		41.9	133	
3	9	Leo Burnett	Charles & Keith Group Korea	27.4		27.2	83	
4	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	
5	5	DDB	CAL Creations Company Limited Thailand Project, Inframat India Project, Omega watches India Project	24.6		24.6	98	
6	7	MSL	Destination NSW India, Soho House India, Economic Development Division International Public Relations Services India	24.3		24.3	144	
7	4	Dentsu	Techcombank Vietnam Project, Abbott Vietnam Project, Masan Vietnam Project	24.5		24.2	218	
8	6	McCann Worldgroup	IKEA (Branding) Global Branding, First Philippine Holding Corp. Philippines, Nike Resellers Japan	23.8		23.8	43	
9	8	VMLY&R	EGO China, MediaCorp Singapore, Yonghui China, Xiaomi China Project	18.8		18.8	104	
10	10	M&C Saatchi Group	I-MED Radiology Australia Project, Vic Gov - State Electricity Commission Australia, Federal Gov - CDR Australia Project	17.8		17.8	67	
11	11	Havas Worldwide	NETFLIX Australia, Tourism Tasmania Australia, Reckitt Benckiser Group Australia Project	17.6		17.6	51	
12	12	IPG Health	Pfizer Global	15.0		15.0	1	
13	13	Wunderman Thompson	Lenovo (B2B) Global, VIVO Mobile Pvt. Ltd. India Project, Hafele India Project	14.3		14.0	42	
14	14	FCB	Eco World (Duduk) Malaysia, PepsiCo (Pepsi) Malaysia, AIG Malaysia	12.7		12.7	144	
15	15	Saatchi & Saatchi	Torrent Pharma India, AU Small Finance Bank India, CARTIER INTERNATIONAL India Project	11.6		11.6	59	
16	16	Publicis Worldwide	Pharma Client Janpan	10.3		10.3	28	
17	17	TBWA	Telstra Australia, BMW China, Pernod Ricard Australia, Kraft Heinz Australia, Moccona Australia	11.8		10.1	5	
18	18	IDC Creations Productior	FMCG Client China	9.5		9.5	57	
19	19	Digitas	Duolingo India, Crocs India India, Miele & Cie KG Australia Project	8.5		8.5	37	
20	24	Wieden & Kennedy	Samsung Galaxy Japan, Casio G Shock India, Casio G Shock China	8.0		8.0	6	
						2023 (Jan-Oct):	428.9	2,168
						2022 (Jan-Oct):	542.4	2,664
						YoY Comparison:	-20.9%	-18.6%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Oct 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	Blackmore China Project, Godrej Indonesia, Godiva China	59.3	General Mills Global	48.2	128	
2	2	Wavemaker	Roborock (TV only) Hong Kong, Shopee Philippines Philippines, BDO Unibank Inc	49.2	Friesland Campina Thailand	47.1	67	
3	3	Publicis Media	Pfizer Global	24.2		24.2	2	
4	4	Zenith	Electrolux AB Australia, GROUPE LACTALIS Australia, Churches of Christ Australia Australia Project	20.9		20.1	49	
5	6	Carat	DECATHLON DIGITAL Thailand Project, China Motor Corporation_EM Taiwan, SHINESAENG AD.VENTURE CO., LTD. :4KINGS II Thailand Project	17.4		16.9	110	
6	5	EssenceMediacom	Uber APAC Australia	22.8	Shell Global	16.1	25	
7	7	Havas Media	Web Veda India Performance, Oyekidhar.com India Performance	17.7	Godrej Indonesia	15.0	54	
8	8	Initiative	Finnair Singapore Project, Finnair Korea, Hearts on Fire China Project	15.6	Carlsberg Group Global	13.9	41	
9	10	NP Digital	Looqal (SGD) APAC Project , TMGM Australia, The Peak Tram and Towers (HKD) APAC	13.4		13.4	203	
10	9	OMD	CarDekho Group India, Gamesofa Taiwan, Kora New Zealand	13.8	Rahbar Pakistan	13.2	46	
11	12	LS Digital	Zomato India, NOKIA India, Blinkit India	12.4		12.4	118	
12	11	PHD	HSBC Global, Royale Enfield India , Rakuten Travel Taiwan	12.8	Unilever Australia	10.6	42	
13	13	iProspect	PT GoTo Gojek Tokopedia Tbk Indonesia, ShemarooME India, L'Oreal- Kiehl's Taiwan	9.1		9.0	103	
14	14	Starcom	Harry Winston China, Munchworld Marketing Sdn Bhd Malaysia Project, Marico Ltd. Vietnam Project	9.0	Vital Tea Pakistan	8.2	26	
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	21	Spark Foundry	MIELE & CIE KG Hong Kong, MIELE & CIE KG India, Retail Food Group Limited Australia	5.4		5.4	26	
17	16	Hearts & Science	V Credit Hong Kong, MOX by Standard Chartered Hong Kong	4.2		4.2	9	
18	17	Ryvalmedia	Red Balloon Australia, Deaf Connect Diversified Projects Australia, Allied Express Australia	3.5		3.5	40	
19	51	Universal McCann	General Mills Global	6.0	BMW (Including Mini) US,Canada, Latam	3.3	1	
20	18	Atomic 212	BMW Australia, BMW New Zealand, Sydney Water Retention Australia	3.2		2.9	14	
						2023 (Jan-Oct):	291.7	1,232
						2022 (Jan-Oct):	277.4	1,328
						YoY Comparison:	5.2%	-7.2%
						2022 Creative & Media (Jan-Oct):	720.6	3,400
						2021 Creative & Media (Jan-Oct):	819.9	3,992
						YoY Comparison:	-12.1%	-14.8%

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 Jun keting ROI.