



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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	Taiwan Mobile Taiwan, Samyang Foods China, Huawei China	55.2		55.1	306	
2	2	BBDO	Taiwan Semi Conductor Taiwan, Shiseido - Aupres China Retainer, BEA China	43.4		43.4	147	
3	3	Leo Burnett	Charles & Keith Group Korea	34.9		34.7	98	
4	4	Grey Group	British American Tobacco PLC Korea Project, Coca-Cola, Sprite 2024 Meal Korea Project, Reliance Campa Cola India	33.9		32.0	122	
5	6	MSL	Jindal SAW Limited India, Asian Venture Philanthropy Network India	30.5		30.5	175	
6	5	DDB	Paldofood Korea, Htourzone Korea Project, Freshy Syrup (MITR PHOL SUGAR) Thailand Project	27.6		27.6	125	
7	7	Dentsu	Youi Holdings Pty Ltd Australia, The Star Pty Limited Australia Project, MYOB Group Limited Australia Project	27.3		26.5	267	
8	8	McCann Worldgroup	Sanofi China Project, IndiaBulls India Project, Mebigio Labs Private Limited India Project	24.3		24.3	47	
9	11	M&C Saatchi Group	Smart Group Australia Retained, Vic Gov - Dept of Education (Secondary Pathways) Australia Project, MYOB Australia Project	19.5		19.5	80	
10	9	Havas Worldwide	Tourism Tasmania Australia, IQOO India Project, UTI India Project	19.6		19.3	57	
11	10	VMLY&R	EGO China, MediaCorp Singapore, Yonghui China, Xiaomi China Project	18.8		18.8	104	
12	16	Publicis Worldwide	Pharma Client Japan, BMW China Services Ltd, China Project	17.8		17.8	43	
13	15	Saatchi & Saatchi	Auckland International Airport Limited New Zealand Project	15.8		15.8	73	
14	12	IPG Health	Pfizer Global	15.0		15.0	1	
15	13	Wunderman Thompson	Lenovo (B2B) Global, VIVO Mobile Pvt. Ltd. India Project, Hafele India Project	14.3		13.7	42	
16	14	FCB	Eco World (Multiple projects) Malaysia Project, Allianz Malaysia Project, Etika (Multiple brands) Malaysia Project	13.4		13.4	156	
17	19	Digitas	Huawei China China Project, Diageo Philippines, Huawei China China Project	12.7		12.7	49	
18	21	Prodigious	Beiersdorf AG China Project, Cathay Pacific Airways Ltd China Project, STANDARD CHARTERED BANK China Project	12.5		12.5	67	
19	18	IDC Creations Production Studio	FMCG Client China	12.3		12.3	71	
20	17	TBWA	Telstra Australia, BMW China, Pernod Ricard Australia, Kraft Heinz Australia, Moccona Australia	11.8		10.1	5	
						2023 (Jan-Dec):	490.2	2,595
						2022 (Jan-Dec):	589.2	3,008
						YoY Comparison:	-16.8%	-13.7%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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	EssenceMediacom	Google Australia, Pirmal Health India Digital (ALL), Persol Australia AOR,Digital (ALL)	61.5	La Prairie China	53.8	111
2	2	Wavemaker	Del Monte Philippines Inc Philippines AOR , Allianz Australia AOR , Bridgestone Australia Ltd Australia AOR	54.8	Friesland Campina Thailand	52.7	78
3	3	Mindshare	Lamsoon China, Sido Muncul Indonesia, Tapestry Singapore	59.8	PH Capital (Pizza Hut) Thailand	48.5	139
4	4	Publicis Media	Pfizer Global	24.2		24.2	2
5	13	Starcom	BMW China, BMW Indonesia, Subaru Australia	24.2	Vital Tea Pakistan	23.4	35
6	5	Zenith	Life style Sports Ireland Digital, OOH, Superloop Ltd. Australia, Eli Lilly Australia	22.1	Wyeth Nutrition Taiwan	21.3	53
7	6	Carat	Jacob douwe egberts Thailand, Ferrero India Pvt Ltd India, ERHA Medical Indonesia	20.1	Crown Resorts Australia	19.2	133
8	7	LS Digital	Logitech India, Hopscotch India, India Shelter India	15.4		15.4	118
9	8	Initiative	Aria China, AWS Korea	16.1	Carlsberg Group Global	14.4	44
10	11	OMD	La Prairie China	14.8	Rahbar Pakistan	14.2	47
11	10	Havas Media	BabyForest India Paid media, Prism Cement India, Kotak Cherry India Paid media	18.8	Jacob douwe egberts Thailand	14.1	66
12	12	iProspect	AIA Taiwan, Ferrero Thailand, Ferrero Taiwan	12.5		12.4	129
13	15	Dentsu X	NPCI India, Alinamin Pharmaceutical Taiwan Taiwan,	9.0	Gamesofa Taiwan	8.3	91
14	14	PHD	SPC Group (Paris Baguette) Korea Project, HSBC Global, Royale Enfield India , Rakuten Travel Taiwan	12.8	Google Australia	6.2	43
15	16	Spark Foundry	Cancer Council Australia, MIELE & CIE KG Hong Kong, MIELE & CIE KG India, Retail Food Group Limited Australia	5.7		5.7	27
16	17	Ryvalmedia	Racing Victoria Australia, Long Pocket Development \$25,000 Australia, Torga \$25,000 Australia	4.2		4.2	44
17	20	Atomic 212	Vet Partners Australia, Adyen Australia, Northern Territory Major Events Company Australia	3.6		3.3	18
18	21	Digitas	Travel & Tourism Client	3.0		2.9	18
19	22	Performics	Aditya Birla Group India, Cashe India	2.9		2.9	30
20	18	Universal McCann	General Mills Global	6.0	BMW (Including Mini) US,Canada, Latam	2.9	1

2023 (Jan-Dec):	333.5	1,275
2022 (Jan-Dec):	302.4	1,559
YoY Comparison:	10.3%	-18.2%

2022 Creative & Media (Jan-Dec):	823.7	3,870
2021 Creative & Media (Jan-Dec):	891.6	4,567
YoY Comparison:	-7.6%	-15.3%

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.