2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 2024

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	9	BBDO	Philips Japan , SGM China Retainer, Roewe China	25.8		25.8	54
2	-	Dentsu	2024 XC60 Campaign China Adaptation Taiwan Project, Central	10.0		9.0	79
3	3	Havas Worldwide	MP Tourism India, ICICI Bank India, Sunflame India	8.4		8.4	20
4	2	DDB	Tiger Trade Hong Kong Project, Nicko Jeep Manufacture Sdn Bhd.	7.7		7.7	31
5	1	VML	Sasta Sundar India Project, Towngas Hong Kong Project	7.5		7.5	67
6	6	Ogilvy	HKMCA Hong Kong, Sony Electronics China, Wipro Malaysia	7.2		6.7	64
7	5	Grey Group	CHANEL China Project, Haleon China Project, ZHEJIANG YIGE	3.1		3.1	14
8	4	Mullenlowe Group	Allianz Insurance Indonesia, Diageo Tequila China, Jawa Motorcycle	1.6		1.6	19
9	-	Atomic 212	City of Boroondara Australia Project	1.1		1.1	1
10	7	Apparent	Fleetwood Australia, Camec Australia, TAL Project Australia	1.0		1.0	5
11	8	McCann Worldgroup	PwC Global	1.0		1.0	1
12	10	Wondrlab	GHV Medical Anchor Private Limited-BeatXP India Project,	0.8		0.8	123
13	11	Special Group	TAB New Zealand Project, Air New Zealand New Zealand Project, EECA	0.3		0.3	8
14	12	ThinkerBell	APT Australia Project, APT Australia Project	0.0		0.0	2
					2024 (Jan-Mar):	71.8	488
					2023 (Jan-Mar):	98.7	429
					YoY Comparison:	-27.2%	13.8%

2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 2024

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	Wavemaker	TCL China, KEEP China, Cindy Chao China	18.8		18.7	23
2	3	Mindshare	Oronamin C Indonesia, Qualcomm China, Allofresh Indonesia	9.0		9.0	27
3	2	PHD	Vitasoy Hong Kong, Lane Crawford eCommerce Hong Kong, Dah Sing	8.5		8.5	12
4	7	LS Digital	Nippon Life India Asset Management Limited India, Central	4.8		4.8	36
5	8	Havas Media	MP Tourism India, ICICI Bank India Social Media, Sunflame India	2.7		2.7	12
6	5	Ryvalmedia	GVG Australia, Solar Service Guys Australia, Jungle Tribe Australia	2.2		2.2	12
7	6	OMD	Bangchak Thailand Project, Kalbe Indonesia, Tyson Thailand, Sharp	2.4	Vitasoy Hong Kong	2.2	13
8	4	Initiative	Air India India, VIVO Malaysia, Bangchak Thailand Project	1.8		1.8	3
9	18	Dentsu X	PT Suzuki Indomobil Sales Indonesia, Nitori Taiwan Taiwan,	1.5		1.5	32
10	16	Carat	ELCA (Thailand) Limited Thailand Project	1.1		1.0	29
11	17	iProspect	One Bangkok Thailand, KTB Travel Card Thailand Project, MAP Fashion	0.2		0.2	11
12	10	Apparent	LG Crestone Australia, Undisclosed Client Australia	0.2		0.2	2
13	11	Hearts & Science	Sony Home Entertainment Australia, Popeyes NZ Ltd New Zealand	0.1		0.1	2
14	49	DRUM	Rosewood Hotels New Zealand	0.0		0.0	1

2024 (Jan-Mar):	51.7	215
2023 (Jan-Mar):	100.4	310
YoY Comparison:	-48.5%	-30.6%

2024 Creative & Media (Jan-Mar):	123.5	703
2023 Creative & Media (Jan-Mar):	199.0	739
YoY Comparison:	-38.0%	-4.9%

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 marketing ROI.