



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 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	BBDO	JLR SOCIAL China, Boat Race Shimonoseki Japan, Alibaba	30.7		30.7	68	
2	6	Ogilvy	Kurl On India, Uber Taiwan Project, Twin Towers Construction Taiwan	23.2		22.7	93	
3	15	Leo Burnett	Confidential Client	13.0		13.0	26	
4	16	MSL	Confidential Client	9.6		9.6	32	
5	2	Dentsu	2024 XC60 Campaign China Adaptation Taiwan Project, Central	10.0		9.0	79	
6	3	Havas Worldwide	MP Tourism India, ICICI Bank India, Sunflame India	8.4		8.4	20	
7	4	DDB	Lynx Middle East LLC Hong Kong Project, Red Bull India, Union bank	7.9		7.9	39	
8	5	VML	Sasta Sundar India Project, Towngas Hong Kong Project	7.5		7.5	67	
9	19	Saatchi & Saatchi	Relaxo Footwears India, JK Cement Ltd India, Astral Ltd. India	4.5		4.5	15	
10	23	Digitas	Huawei China China Project, Lee Kum Kee China Project, SBI Cards &	4.5		4.5	9	
11	29	BBH	Confidential Client	4.0		4.0	4	
12	24	Prodigious	BOSE CORPORATION China Project, CHARLOTTE TILBURY BEAUTY LTD	3.4		3.4	9	
13	7	Grey Group	CHANEL China Project, Haleon China Project, ZHEJIANG YIGE	3.1		3.1	14	
14	18	Publicis Worldwide	Nutricia China Project, Zhonghong Bioengineering Co.,Ltd. China,	3.0		3.0	10	
15	25	IDC Creations Production Studio	Confidential Client	1.6		1.6	8	
16	8	Mullenlowe Group	Allianz Insurance Indonesia, Diageo Tequila China, Jawa Motorcycle	1.6		1.6	19	
17	9	Atomic 212	City of Boroondara Australia Project	1.1		1.1	1	
18	10	Apparent	Fleetwood Australia, Camec Australia, TAL Project Australia	1.0		1.0	5	
19	11	McCann Worldgroup	PwC Global	1.0		1.0	1	
20	34	G4 Advertising	Confidential Client	1.0		1.0	3	
						2024 (Jan-Apr):	139.4	660
						2023 (Jan-Apr):	118.6	550
						YoY Comparison:	17.6%	20.0%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 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	2	Mindshare	Lincoln & Ford China, Nestle SEA	26.3		26.3	46	
2	1	Wavemaker	Huawei (Outbound) Multi-markets, J. K. Cement Limited India, FOTILE	21.3		21.2	32	
3	3	PHD	Vitasoy Hong Kong, Lane Crawford eCommerce Hong Kong, Dah Sing	8.5		8.5	12	
4	5	Havas Media	SAICGM China, Amore Pacific China, Kuri- On India	7.2		7.2	26	
5	4	LS Digital	TALEEM RESEARCH FOUNDATION India, Airloom Lifestyle Private	5.4		5.4	47	
6	6	Ryvalmedia	Live Nation Affiliates (Secret Sounds) Australia, Live Nation	2.6		2.6	16	
7	8	Initiative	Ather Energy India, Government of Ontario Korea, Yves Rocher	2.6		2.6	10	
8	16	Zenith	AutoSports Group Australia, Eli Lilly Australia Project, Children's Cancer	2.3		2.3	15	
9	7	OMD	Bangchak Thailand Project, Kalbe Indonesia, Tyson Thailand, Sharp	2.4	Vitasoy Hong Kong	2.2	13	
10	56	Starcom	HKMC Annuity Hong Kong, Filtermart Co., Ltd. Thailand Project,	2.3		2.0	12	
11	9	Dentsu X	PT Suzuki Indomobil Sales Indonesia, Nitori Taiwan Taiwan,	1.5		1.5	32	
12	10	Carat	ELCA (Thailand) Limited Thailand Project	1.1		1.0	29	
13	17	Spark Foundry	CPG Client	0.8		0.8	5	
14	25	Beehive	Hector Beverages Pvt. Ltd. India Project, Relaxo Footwears India	0.4		0.4	2	
15	11	iProspect	One Bangkok Thailand, KTB Travel Card Thailand Project, MAP Fashion	0.2		0.2	11	
16	12	Apparent	LG Crestone Australia, Undisclosed Client Australia	0.2		0.2	2	
17	20	Performics	CPG Client	0.2		0.2	1	
18	30	MBM	Entain New Zealand	0.2		0.2	1	
19	19	Digitas	CPG Client	0.1		0.1	1	
20	13	Hearts & Science	Sony Home Entertainment Australia, Popeyes NZ Ltd New Zealand	0.1		0.1	2	
						2024 (Jan-Apr):	83.9	316
						2023 (Jan-Apr):	122.9	434
						YoY Comparison:	-31.7%	-27.2%
						2024 Creative & Media (Jan-Apr):	223.4	976
						2023 Creative & Media (Jan-Apr):	241.5	984
						YoY Comparison:	-7.5%	-0.8%

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 Aprketing ROI.