



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 2022

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	SC Johnson Global, Yadi China, HeYou Hospital China	67.0	Siemens Global	65.9	379
2	3	Wunderman Thompson	KFC Corp Thailand, Johnson & Johnson (Philippines), Inc. Philippines, Unilever Japan	48.5		48.5	256
3	2	DDB	Flipkart India, NextSense - Cochlear Australia, Skittles Australia	45.5		43.5	167
4	6	Dentsu	MakeMyTrip India digital, Intel Demand Generation 2022 - Heroes Singapore Project	33.5		33.2	363
5	4	VMLY&R	Bank of Ayudha Thailand Project	30.3		30.3	101
6	5	Havas Worldwide	MTR branding projects Hong Kong, ViV Healthcare Global, BurgerKing India, Stashfin India Project	23.3		23.3	58
7	7	BBDO	Determinant Apperal China Project, Bosch Social Corporate China Project	22.3	Aleve Global	19.8	90
8	8	McCann Worldgroup	Nikkei Japan Project, T.C. Pharmaceutical Thailand Project	17.7		17.7	84
9	9	M&C Saatchi Group	Jimmy Brings Australia Project, AUIB Iraq	16.9		16.4	52
10	10	Saatchi & Saatchi	Akasa Air India, Siemens Global, Medecins Sans Frontieres Australia	17.4		15.8	57
11	11	Leo Burnett	PepsiCo brands India, FrieslandCampina Malaysia, LazyPay India	12.3		11.7	46
12	13	R/GA	Sapporo Japan, Samsung (x2) Singapore	10.9		10.9	20
13	12	BBH	Roposo India, Moonton Technology Co. Ltd. China Project	10.9		10.9	7
14	15	Isobar	BAT - Local Brand Heritage KV Development Indonesia, Bebelac Pegasus Strategy 2022 Indonesia Project	7.4		7.4	95
15	14	Digitas	Crocs Global, Marvel Realtors India, Pfizer	6.6		6.6	22
16	18	Wondrialb	Campus Activewear India Project, Riverine Body Care India Project	5.5		5.5	156
17	16	Publicis Worldwide	Ferrero Philippines, Carlsberg Vietnam	5.0		5.0	23
18	17	Smith St	Coles Supermarkets Australia	5.0		5.0	1
19	19	Grey Group	Scentre Group Australia, PlanPay Australia, The Field Australia	4.6		4.6	18
20	20	Mullenlowe Group	The South West Edge Australia	4.0		4.0	8
2022 (Jan-Sep):						424.6	2,230
2021 (Jan-Sep):						523.1	2,227
YoY Comparison:						-18.8%	0.1%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 2022

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	Zenith	Berli Jucker Public Company Thailand Project, Homelane India, Huawei China Project	37.2		36.7	46
2	2	Wavemaker	Mondelez APAC, Leapmotor China, Prada China, American Express China	36.6	Acko Life Insurance India	25.2	77
3	3	Starcom	Lenovo Group China, GlaxoSmithKline Malaysia	23.3	Kering Group Thailand	22.8	37
4	4	Mindshare	Foodpanda Hong Kong, DCH Auriga Hong Kong	63.4	PepsiCo China	22.4	160
5	5	PHD	Bank Syariah Indonesia, NZ Health Group New Zealand	19.5	Mailchimp Australia	17.4	41
6	8	OMD	Bank Jago Syariah Indonesia, Twinings Tea China	19.9	Flybuys Australia	16.1	69
7	6	Havas Media	Hyundai Kia Philippines, LT Group Philippines, Trust Bank Singapore Singapore	15.2		15.2	44
8	7	Initiative	EnergyAustralia Australia, Fitness & Lifestyle Group Australia, JobsDB Hong Kong	13.7	Carnival Corporation Australia	13.4	30
9	12	Dentsu X	Korea Investment Korea Project, Kolmar B&H Korea Project, AEON Credit Service	11.7		11.6	152
10	11	MediaCom	Bosch, Siemens China eCommerce, Duracell China Digital	12.3	Pizza Hut Indonesia Digital	9.1	51
11	9	Performics	TikTok India, Mondelez International India, Lenskart India	8.7		8.7	37
12	10	Publicis Media	PepsiCo India, SE Asia	10.0		8.0	1
13	16	Carat	Thai Honda Manufacturing Co., Ltd. Thailand Project	9.6	BBK Electronics Philippines	5.8	121
14	13	iProspect	Lenovo Indonesia Indonesia, PT Nipsea Paint and Chemicals Indonesia	6.0		5.2	106
15	15	Ryvalmedia	CBA - X15 Ventures Cheddar Australia, Next Payments Australia, CBA New Digital Business - Kit Australia	3.8		3.8	41
16	14	Dentsu	Revo Fitness Australia, Lenovo Global, Tata 1mg India	5.5	Masan Consumer Vietnam	3.7	3
17	17	Universal McCann	Wealth Navi Japan, tourism promotions board philippines Project	2.5		2.5	10
18	18	Resolution Digital	Suncorp Australia, TNA Solutions Australia Project	2.5		2.5	34
19	22	LS Digital	USDC Global India, Piramal Finance India, Money view India	2.2		2.2	46
20	19	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2

2022 (Jan-Sep):	242.3	1,216
2021 (Jan-Sep):	395.9	1,007
YoY Comparison:	-38.8%	20.8%

2022 Creative & Media (Jan-Sep):	666.9	3,446
2021 Creative & Media (Jan-Sep):	919.0	3,234
YoY Comparison:	-27.4%	6.6%

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 Apr keting ROI.