

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 2015

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	McCann WorldGroup	Nippon China Project, Saaavn India, Hsin Chong Hong Kong	25.9	Family Mart Taiwan	24.6	112
2	2	Ogilvy	Eiffel Group India, ASK Financial India, PTT Oil Group Thailand	24.3	Dumex Thailand	23.0	93
3	7	JWT	AskMe.com India, Union Pay China, NHN Entertainment Korea Project	22.6	VLCC India	21.1	80
4	3	DDB	Midea Aircon China, Alipay China, Clinton Health Access Initiative India	21.5	Ruchi (Sunrich) India	19.1	84
5	4	BBDO	Johnnie Walker Blue Label China, Spritzer China, Telstra Australia	18.0	FMCG Client	16.7	21
6	5	Leo Burnett	Samsung Vietnam Project, Vistaprint Solutions India, Emami India	13.0	Anta Sportswear China	8.9	54
7	6	Saatchi & Saatchi	Bank of Melbourne Australia, Monteith's Cider Australia, BankSA Australia	8.5	Volkswagen (Import Car) China	8.4	6
8=	11	Lowe	Google India Project, Macquarie University Australia	8.3	ET Now India	6.3	28
8=	9	Dentsu	Honda Vietnam Project, PABRON Taiwan, The Learning Lab Singapore	7.8	FMCG Client	6.3	71
10	8	Publicis	Godaddy India, Make my trip.com India, Marriott China Project	9.8	Suzuki India	5.8	91
11	10	Grey Group	VLCC India, Epic Network India Digital Project, Hubtown India Digital Project	5.2	Dermatix Korea	4.6	14
12	12	TBWA	Thailand Campaign Project, Schneider Vietnam, Abbott Vietnam Project	5.3	D Samson & Sons Sri Lanka Project	4.4	41
13	15	Havas Worldwide	Toohey's Beer Australia	3.2	Finance Client	3.2	4
14	13	M&C Saatchi	Kungfu Quick Service Restaurant China, Indiahomes.com India	3.2	Optus Australia	2.2	6
15	17=	Wieden & Kennedy	Milka	1.0		1.0	1
16	16	SapientNitro	ATDW Australia, Target Australia Project	0.7		0.7	7
17=	17=	Bates		0.0		0.0	0
17=	17=	Iris		0.0		0.0	0
19	20	FCB		0.0	Snap Deal(ATL) India	-0.8	0
20	14	Y&R	Dumex Thailand, Lavazza Australia Project, Beteasy Australia Project	3.9	AGL Energy Australia	-2.1	16
21	21	BBH		0.0	Viber Media India	-6.1	0
						147.2	729

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 2015

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	Carat	Shanghai Disney Resort China, You Xin Pai(Buying) China, SOHU China	22.7	Semir China	22.5	144
2	9	OMD	Yili China, Machine Zone Australia, Singapore Science Center	16.5	Bose Australia	14.4	36
3	2	PHD	Huawei Australia, Cavalia Hong Kong, Hector Beverages India	10.8	Dominos(Digital) Australia	9.8	17
4	4	MediaCom	Monde Nissin Corporation Philippines, Subway Asia Pacific	8.4	IAG Insurance Australia	6.5	27
5	5=	Dentsu Media	Shinhan Bank Korea, Ganesh Foods(Planning) India, JK Tyres(Digital) India	6.9	Sands(Digital) China	6.0	56
6	12	Mindshare	PT XL mobile Indonesia, PayUMoney India, IAG Insurance Group Australia	6.4	Scott Collections Hong Kong	5.9	15
7	5=	ZenithOptimedia	Siemens China, Biostime China, Members Health Funds Australia	6.9	Masan Vietnam	5.3	30
8	3	Havas Media	Mercedes-Benz Vans Australia, Inter-Ikea Centre Group China, Caterpillar India Digital	9.1	PT XL mobile Indonesia	4.7	18
9	7	MEC	Dominos(Digital) Australia, UBER China, IWJW China, Shan Foods Pakistan	4.6		4.6	27
10	-	BPN	Smart Telecom Philippines, PLDT Philippines	3.3		3.3	2
11	10	Vizeum	Monde Glassatine Indonesia Project, TomTom(Digital) Australia	6.4	Asia Pacific Telecom Taiwan	1.6	43
12	11	Initiative	Bharat Petroleum India, Doordarshan India, Wizard Pharmacy Australia	1.3	Karmart Thailand	1.0	14
13	13	Starcom MediaVest	Aircel India	1.0	Monde Nissin Corporation Philippines	0.5	1
14	8	Universal McCann	NBN Australia, Semir China, State Street Japan	5.0	Subway APAC	0.3	79
15	14	Maxus	Subaru Asia, Somany Tiles India, Greenlam industries India	1.2	Kopiko Philippines	-7.6	4
						78.8	513

METHODOLOGY

The R3 New Business League has been compiled each of the last 151 months using data supplied by 26 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 for clients across the region.

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