

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / April 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	2	Ogilvy	RSPL Group India, Singleton Taiwan Project, Vingroup Vietnam Project	32.7	Dumex Thailand	31.3	124
2	1	McCann WorldGroup	Plunkett Homes Australia Project, Law Partners Australia Project	32.2	Aircel India	30.5	150
3	4	DDB	Aircel India, Jin Longyu China Project, McVitie's India	28.0	Arnott's Australia	22.7	108
4	3	JWT	China Construction Bank, CDK India Project, Asian Paints India Project	24.8	VLCC India	21.7	102
5	5	BBDO	Khmer Brewery Thailand, Moet Hennessey Taiwan, Wrigley China (digital)	23.0	Emami (Boroplus) India	19.7	36
6	6	Leo Burnett	Bacardi Breezer India Project, Craftsvilla India Project	14.4	Anta Sportswear China	10.8	72
7	9	Dentsu	Dongfeng Honda(ELYSION) China Project, Taiwan Tobacco & Liquor Corporation	12.5	Moet Hennessy Taiwan	10.7	86
8	7	Saatchi & Saatchi	Geely Car China, Show DC Thailand Project, Garena Gaming Thailand Project	10.7	Volkswagen (Import Car) China	10.6	9
9	10	Publicis	Inoherb China Project, Huawei China Project, MRPL India	11.9	McVities India	7.2	110
10	11	Grey Group	FOX Sports Singapore Project, Unilever China Project, Saint-Gobain India	7.7	Dermatix Korea	7.1	30
11	8	Lowe	Solvay Tech Solutions India, Godfrey Phillips India Project	8.9	ET Now India	6.8	41
12	12	TBWA	Thailand Campaign Project, Schneider Vietnam, Twinings China	5.3	D Samson & Sons Sri Lanka Project	4.3	41
13	16	SapientNitro	ATDW Australia, Target Australia Project, Hennessy Brand China	4.0		4.0	9
14	14	M&C Saatchi	Tmall.com China, UEM (Branding) Malaysia, Arrina Educations Services India	4.8	Nando's India	3.3	11
15	13	Havas Worldwide	Mercedes-Benz vans Australia, Danone yogurts Australia	3.2	Finance Client	3.2	4
16	20	Y&R	Dick Smith Australia, ACH Australia Project, Rebel Sport Australia Project	9.0	AGL Energy Australia	3.0	28
17-	15	Wieden & Kennedy	Milka	1.0		1.0	1
17-	17=	Iris	Fiji Airways	1.0		1.0	1
19	17=	Bates		0.0		0.0	0
20	19	FCB		0.0	Make my trip.com India	-0.8	0
21	21	BBH		0.0	Viber Media India	-6.1	0
						191.9	963

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / April 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	Walt Disney Australia, Sara Suole India, OLX Philippines Project	27.0	Semir China	26.8	189
2	2	OMD	CQU Australia, Employment Plus Australia, Rail Plus Australia	19.0	Watsons Taiwan	16.9	49
3	4	MediaCom	Coca-Cola Brand Japan, Welspun India, AEON Malaysia	13.7	IAG Insurance Australia	11.2	36
4	3	PHD	Huawei Australia, Cavalia Hong Kong, Abhiman Technologies India,	11.8	Walt Disney New Zealand	10.7	22
5	5	Dentsu Media	OCBC Wing Hang Credit Hong Kong, Seiko Hong Kong	9.3	Sands(Digital) China	8.4	78
6	6	Mindshare	IAG Insurance Group Australia, Volvo (digital) China, Magic Masks China	9.1	Scott Collections Hong Kong	8.1	24
7	8	Havas Media	AIA Insurance China, Ubisoft Australia, Sotheby's Hong Kong	11.2	Snow Bear China	6.6	35
8-	9	MEC	SA Government Australia, PingAn(digital & performance) China	5.9	Ubisoft Australia	5.4	37
8-	7	ZenithOptimedia	Union Pay China, SBI General India, Saavn India	9.0	Honda Cars India	5.4	36
10	10	BPN	Smart Telecom Philippines, PLDT Philippines	3.3		3.3	4
11	11	Vizeum	MDeC Malaysia, IUMW Malaysia, Jinmailang Noodle and Beverage China	7.2	Asia Pacific Telecom Taiwan	2.4	51
12	13	Starcom MediaVest	Aircel India, Cestbon Water China, AIA Singapore	2.8	Monde Nissin Corporation Philippines	1.9	3
13	12	Initiative	Bharat Petroleum India, Doordarshan India, Petto Tomodachi Thailand	1.3	Turkish Airlines Taiwan	0.9	19
14	14	Universal McCann	MyTeksi Malaysia, Haier Philippines, TICO Taiwan Project	5.5	Subway APAC	0.4	97
15	15	Maxus	Honda Cars India, ICC India, Nestle (digital) Pakistan	2.7	Huawei Thailand	-6.4	11
						102.0	691

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 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.

For more details please write to greg@rthree.com