

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific/ June 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Ogilvy	Cloud 9 India, ELCA Korea Project, Gigo Taiwan	60.5	Fiat Group Automobiles India Project	57.2
2	2	McCann WorldGroup	ACL Australia, Taobao China, Heineken China Project	53.0	AMO Japan Project	48.1
3	5	DDB	PPTV China Project, Vita Milk Tea Hong Kong, HK Trade Development Council Project	25.4	Volkswagen China (Some Brands)	22.2
4	3	Leo Burnett	Woolworth Retail Australia, Adlabs Imagica India, UTC India	21.7	Micromax Mobile India Project	21.0
5	4	Y&R	CBA Australia Project, Flight Centre Australia Project, Coffee Club Australia Project	24.3	Microsoft CRM APAC	19.0
6	6	Dentsu	Ministry of Commerce Thailand, Toyota Vietnam Project, Jardovie Vietnam Project	12.0	Sanyo Shokai Japan Project	10.1
7	7	JWT	COFCO Jindi China Project, Sovereign Insurance New Zealand, Dongeejiao Taohuaji China	11.9	SpiceJet India	9.6
8	8	Grey Group	AB InBev China Project, Fiat Group Automobiles India project	9.0	AXA India	8.8
9	12	Saatchi & Saatchi	Pertamina Oil & Gas Indonesia, Electrolux Thailand, Garena Thailand Project	8.2	Lexus Australia	7.1
10	9	Lowe	Myntra.com India, Engro Foods India, Anta Kids China	7.2	Johnson's Baby Indonesia Project	6.9
11	10	BBD0	Samsung Mobile Thailand Project, Shisegae International Korea, Nissan Motors India	6.3	Red Bull New Zealand Project	4.5
12	11	M&C Saatchi	Hayama Shirt Janpan Project, Microsoft Store China, Cetaphil & Loceryl China	4.4	Aditya Birla Money India	4.4
13	14	TBWA	METRO China Project, Oldenburger China Project, Pepsi China Project	4.9	Nissan Motors India	3.1
14	13	SapientNitro	MetLife Regional, Citibank Regional Project, Lane Crawford Hong Kong	2.8		2.8
15	15	Publicis	Bisleri International India, Moulinex Maharaja India, Burger King India	6.7	CII India Project	2.2
16=	16	BBH	HUL India, Piaggio India	0.4		0.4
16=	20	Havas Worldwide	France-Chine(Digital) China, Mercedes Benz China Project	4.4	Master Kong (Biscuits & Cookies) China	0.4
18=	17=	Wieden & Kennedy		0.0		0.0
18=	17=	Iris		0.0		0.0
18=	17=	Bates		0.0	IPL India Project	(0.0)
21	21	DraftFCB	Nathella Sampath Jewellery India	0.6	Tata Docomo	(0.3)

**MEDIA AGENCIES NEW BUSINESS LEAGUE**

Asia Pacific/ June 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	<b>Carat</b>	GM India, Microsoft (SEM) China, PPT Thailand	58.72	Southern Union Malaysia	52.41
2	2	<b>Mindshare</b>	Pepsi China, Nestle Malaysia, Volvo APAC, Yakult Danone India	26.25	Pandora(Offline) Hong Kong	19.28
3	4	<b>OMD</b>	Coach APAC, Momentum Energy Australia, Edabba India	28.48	PPT Thailand	16.86
4	3	<b>ZenithOptimedia</b>	Appliances Online Australia, Swarovski Singapore, SMCP China, SCA (Libero) India	16.44	Bausch+Lomb China	14.90
5	5=	<b>Starcom MediaVest</b>	Asics China, Zalora Malaysia, Liby China Project	11.19	Interislander New Zealand	9.25
6	5=	<b>MediaCom</b>	Sony Activation Regional, Symmentac Regional	10.46	RACV Australia	7.82
7	7	<b>Vizeum</b>	Ella Bache Australia, Bausch & Lomb Malaysia, Sweetet Development Malaysia	8.07	Beiersdorf Taiwan	7.59
8	9	<b>PHD</b>	Infiniti Cars Australia, Simmonds Homes Australia, Chung Hsiang Foods Taiwan	6.83	Banana Boat Australia	5.96
9	8	<b>Havas Media</b>	MTS India, BBC India, ISS Hicare India, NCP India Project	9.10	Allied Blenders & Distillers India	4.24
10	10	<b>MEC</b>	Godiva China, Traveloka Indonesia, Microsoft Store China Project	7.75	Microsoft (B2C) China	3.88
11	11	<b>Dentsu Media</b>	Mandom Malaysia Project, Sharp Roxy Malaysia Project, Okinawa Prefecture Taiwan Project	3.90	KNT (Digital) Japan	3.08
12	12	<b>Initiative</b>	Mono TV Thailand Project, CPF Thailand Project, Lindt China Project	3.14	Rabobank Australia	1.59
13	13	<b>Maxus</b>	Shanghai Motor Thailand Project, Super Coffee Thailand Project, Pandora Hong Kong(Offline & Digital)	1.75	Cotra Enterprise Malaysia	(0.63)
14	14	<b>Universal McCann</b>	CIMB Bank Malaysia, Siam Cement Indonesia, Tata Motors India	12.03	Microsoft APAC	(6.03)

The R3 New Business League has been compiled each of the last 142 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.