

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific/ July 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	Bhartiya Janta Party India Project, Silverhead Indonesia Project, Casbaa Hong Kong Project	67.2	Esai China	63.9
2	2	McCann WorldGroup	Ministry Of Tourism India Project, Quikr India, IndiaMART India	56.1	AMO Japan Project	51.2
3	3	DDB	VGC Brand (Think Blue and Baseline) China, Ngong Ping 360 Hong Kong	28.0	Volkswagen China (Some Brands)	24.7
4	4	Leo Burnett	Samsung Vietnam Project, Bonds Retail Australia, OLX India Project	22.7	Micromax Mobile India Project	22.1
5	5	Y&R	Hindustan Life Care India, Sevens New Zealand Project, Tata Motors India	25.4	LG New Zealand Project	20.0
6	14	SapientNitro	Citibank Regional Project, Mondelez(Digital) Australia, MCM Singapore Project	16.0		16.0
7	7	JWT	Transport for NSW Australia, Beyondblue Australia Project, La Trobe University Australia	16.6	SpiceJet India	14.2
8	6	Dentsu	Honda Indonesia Project, Esai China	12.9	Sanyo Shokai Japan Project	11.0
9	8	Grey Group	Big Cola Indonesia Project, GSK Singapore(Horlicks&Scotts) Digital	10.9	GSK Hong Kong Project	10.7
10	9	Saatchi & Saatchi	Pertamina Oil & Gas Indonesia, Electrolux Thailand, Garena Thailand Project	8.2	Lexus Australia	7.1
11	10	Lowe	Myntra.com India, Engro Foods India, Anta Kids China	7.2	Johnson's Baby Indonesia Project	6.5
12	11	BBDO	Samsung Mobile Thailand Project, Shiseigae International Korea, Nissan Motors India	7.2	Hindustan Lifecare India	5.1
13	12	M&C Saatchi	Hayama Shirt Japan Project, Microsoft Store China, Cetaphil & Loceryl China	4.4	Aditya Birla Money India	4.4
14	13	TBWA	METRO China Project, Oldenburger China Project, Pepsi China Project	4.9	Nissan Motors India	2.8
15	15	Publicis	Baker's Delight Australia, British Gas Australia	6.9	Fraser & Neave Malaysia	2.0
16	16=	BBH	HUL India, Piaggio India	0.4		0.4
17	18=	Bates		0.3	IPL India Project	0.3
18=	18=	Wieden & Kennedy		0.0		0.0
18=	18=	Iris		0.0		0.0
20=	21	DraftFCB	Nathella Sampath Jewellery India,Mercury Energy New Zealand	0.9	Electricity Authority New Zealand	(0.1)
20=	16=	Havas Worldwide	France-Chine(Digital) China, Mercedes Benz China Project	4.4	La Trobe University Australia	(0.1)

## MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific/ July 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>	Ferrero China, Magnolia Thailand, Tiffany Thailand	61.69	Southern Union Malaysia	55.39
2	2	<b>Mindshare</b>	Bank Danamon Indonesia, Bajaj Auto India, Bangkok Airways Thailand Project	27.60	Pandora(Offline) Hong Kong	20.53
3	3	<b>OMD</b>	Hua Nan Bank Taiwan, Kent RO India Digital, GoodTV Taiwan	29.02	PPT Thailand	16.53
4	4	<b>ZenithOptimedia</b>	Lotte-Nestle Korea, Times Internet India, Honda Lawn Mowers Australia	17.87	Bausch+Lomb China	16.25
5	5	<b>Starcom MediaVest</b>	AIG Malaysia, Diageo Australia, Lazada Malaysia, Open house Singapore	14.44	Garuda(Digital) Indonesia	12.13
6	7	<b>Vizeum</b>	Reb Bull New Zealand, C&S Electric India, Burberry Thailand	8.82	RAC WA(Digital) Australia	8.20
7	6	<b>MediaCom</b>	Sony Activation Regional, Symantec Regional, Roche Diagnostics India	10.61	RACV Australia	7.97
8	8	<b>PHD</b>	Micara Land Philippines Project, Just Group New Zealand, GSK(Horlicks) India	7.13	Banana Boat Australia	6.15
9	10	<b>MEC</b>	Chow Sang Sang China Digital, Daum(Search) Korea, Food Panda Taiwan	8.92	Microsoft (B2C) China	5.04
10	9	<b>Havas Media</b>	Garuda(Digital) Indonesia, Fresh Healthy Juice Philippines Project, Credit Suisse Regional	9.75	Allied Blenders & Distillers India	4.90
11	11	<b>Dentsu Media</b>	Dhipaya Insurance Thailand Project, Mitsubishi Motor Thailand, Gamesofa Taiwan	4.57	KNT (Digital) Japan	3.76
12	12	<b>Initiative</b>	RAC WA Australia, Swinburne Online Australia, NSW China	3.74	Rabobank Australia	2.19
13	13	<b>Maxus</b>	Shanghai Motor Thailand Project, Super Coffee Thailand Project, Pandora Hong Kong(Offline & Digital)	1.75	Cotra Enterprise Malaysia	(1.13)
14	14	<b>Universal McCann</b>	Global Beauty International Hong Kong, Singapore Sports Council	13.72	AIG Malaysia	(5.39)

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.