

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Ogilvy	Jele Thailand, Lava International, Tudor Hong Kong Project	40.7	Dumex Thailand	39.4	152
2	2	McCann WorldGroup	Nespresso China Project, Bonaqua water Taiwan Project Mastercard China Project	37.1	Lava International India	35.1	179
3	4	JWT	APP Breeze Tissue, KFCC Korea Project, Alibaba Group China	30.2	VLCC India	26.8	107
4	3	DDB	Momentum Energy Australia, Midea Aircon China, Hennessy China	30.2	Jele Thailand	24.7	126
5	5	BBDO	Mercedes-Benz(digital) Singapore, Khmer Brewery Thailand, Moet Hennessy Taiwan	23.6	Emami (Boroplus) India	18.3	39
6	6	Leo Burnett	Big W Australia, Philip Morris Brand Indonesia, Bank BTPN Indonesia	16.8	Anta Sportswear China	13.2	89
7	16	Y&R	Microsoft Australia, Fanci Japan Project, Bel China Project	17.6	AGL Energy Australia	11.6	47
8	7	Dentsu	Unicharm Philippines Project, Darya-varia Indonesia, CAAS Singapore Project	14.0	Moet Hennessy Taiwan	10.2	107
9	8	Saatchi & Saatchi	Toyota Corolla Australia, Geely Car China, Show DC Thailand Project	11.2	Big W Australia	9.7	10
10	11	Lowe	Hike India, Lohiya Edible Oils India, Nilon's Enterprises India	12.0	ET Now India	9.6	52
11	10	Grey Group	FOX Sports Singapore Project, Unilever China Project, Saint-Gobain India	9.7	Dermatix Korea	9.1	31
12	9	Publicis	Inoherb China Project, Huawei China Project, MRPL India	11.8	Mcvities India	7.2	108
13	14	M&C Saatchi	DS Group India Project, Myntra Designs India Project, UEM Group Malaysia Project	6.0	Nando's India	4.5	15
14	15	Havas Worldwide	Citroen Australia, Mercedes-Benz vans Australia, Danone yogurts Australia	4.2	Finance Client	4.2	5
15	12	TBWA	Thailand Campaign Project, Schneider Vietnam, Twinings China	5.3	D Samson & Sons Sri Lanka Project	4.1	41
16	13	SapientNitro	ATDW Australia, Target Australia Project, Hennessy Brand China	4.0		4.0	9
17	17=	Iris	Fiji Airways APAC	1.2		1.2	2
18	17=	Wieden & Kennedy	Milka APAC	1.0		1.0	1
19	19	Bates	Volkswagon Taiwan	0.5		0.5	1
20	20	FCB		0.0	Make my trip.com India	-0.9	0
21	21	BBH		0.0	Viber Media India	-6.4	0
						227.2	1,121

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	168 Communication Thailand, Allergan Medical Aesthetics Hong Kong	28.3	Semir China	28.0	229
2	2	OMD	Galaxy Macau China, H&M Greater China, Maserati China	21.9	Ikea Singapore	19.5	61
3	3	PHD	SC Johnson(Buying) Global, Bacardi China, C&A China	18.9	Ikea Thailand	17.3	32
4	4	MediaCom	Bank of China China, Dainik Bhaskar India, Mydala India	15.5	IAG Insurance Australia	13.0	43
5	5	Dentsu Media	Dongfeng Honda(ELYSION) China Project, FAW-Hongqi China, L'amour Taiwan	10.4	Sands(Digital) China	9.4	99
6	6	Mindshare	BenQ Taiwan, Elevenia Indonesia, pegipegi.com Indonesia	10.0	Scott Collections Hong Kong	9.3	30
7	7	Havas Media	AIA Insurance China, Ubisoft Australia, Sotheby's Hong Kong	10.9	Snow Bear China	6.1	34
8	9	MEC	Just Buy Live India, Wendy Burger India, Taiwan Beer Taiwan	6.5	Gjun Information Taiwan	5.9	49
9	11	Vizeum	Reckitt Benckiser Thailand, Nippon Paint Indonesia, Ikea Singapore	10.0	Asia Pacific Telecom Taiwan	5.5	83
10	8	ZenithOptimedia	Reebonz Regional, NAC Singapore, Merck Animal Health Australia	9.8	Bank of China	4.4	43
11	10	BPN	Samsung Life Insurance Thailand, Smart Telecom Philippines, PLDT Philippines	3.3		3.3	5
12	12	Starcom MediaVest	Aircel India, Cestbon Water China, AIA Singapore	2.8	SA Government Australia	1.7	3
13	14	Universal McCann	Pizza Hut Hong Kong Project, LINE Music Thailand Project	6.4	Subway APAC	1.2	117
14	13	Initiative	Tourism Tasmania Australia, Diesel Australia	1.7	Turkish Airlines Taiwan	-0.3	21
15	15	Maxus	Honda Cars India, ICC India, Nestle (digital) Pakistan	2.7	Huawei Thailand	-7.6	11
						116.6	860

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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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