

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	SanQuan China, I DO China, Savlon India, Bloomberg India	47.6	Dumex Thailand	46.2	201
2	2	McCann WorldGroup	Nestle Purina Australia Project, Toyo Tires Japan Project, Lafuma Korea Project	44.7	FairPrice Singapore	41.7	228
3	4	DDB	British Paints Australia,RHB Indonesia, Cigna Korea	33.5	Audi Australia	28.1	145
4	3	JWT	Indofood Indonesia, Unilever Lifebuoy Indonesia, Videocon-kelvinator and Sansui India	29.3	VLCC India	25.8	117
5	5	BBDO	Max's Group brands Philippines, OPPO Mobile Philippines Project	24.4	Tung Ho Steel Taiwan	19.0	43
6	7	Y&R	AAE Japan Project, Ardent Leisure Australia, Virgin Australia Project	24.1	AGL Energy Australia	18.1	63
7	6	Leo Burnett	AIA Australia, Uni-President Soup Daren China, Gamuda Berhad Malaysia Project	19.6	Anta Sportswear China	16.0	107
8	8	Dentsu	Maruti Suzuki India, Tung Ho Steel Taiwan, Pernord Ricard Taiwan	17.0	Moet Hennessy Taiwan	13.0	137
9	10	Lowe	Tata Starbucks India, Dutch Mill Thailand, Khmere Brewery Thailand Project	15.3	The Laughing Cow Vietnam	11.6	72
10	9	Saatchi & Saatchi	Toyota Corolla Australia, Geely Car China, FWD Insurance APAC	11.3	Carlsberg Beverages India	9.5	11
11	11	Grey Group	FOX Sports Singapore Project, Unilever China Project, Saint-Gobain India	9.7	Dermatix Korea	9.1	31
12	12	Publicis	Inoherb China Project, Huawei China Project, MRPL India	11.8	Mcvities India	7.2	108
13	13	M&C Saatchi	Yonder Malaysia, Myntra Designs India, CIT India	7.3	Nando's India	5.8	18
14	15	TBWA	Presto Australia, Schneider Vietnam, Twinings China	5.8	D Samson & Sons Sri Lanka Project	4.6	42
15	16	SapientNitro	Bond University Australia, ATDW Australia, Target Australia Project	4.7	Ardent Leisure Australia	4.4	11
16	14	Havas Worldwide	Citroen Australia, Mercedes-Benz vans Australia, Danone yogurts Australia	4.2	Finance Client	4.2	5
17	17	Iris	Fiji Airways APAC	1.2		1.2	2
18	18	Wieden & Kennedy	Milka APAC	1.0		1.0	1
19	19	Bates	Volkswagon Taiwan	0.5	DEN Network India	0.5	1
20	20	FCB		0.0	Pernord Ricard Taiwan	-0.9	0
21	21	BBH		0.0	Viber Media India	-6.4	0
						259.7	1,343

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	Medibank Australia, Sony PlayStation China, Diageo SEA	31.2	QBE Insurance Australia	30.3	269
2	2	OMD	Galaxy Macau China, H&M Greater China, Ferrero Taiwan	22.0	Auto Trader NZ	19.6	62
3	3	PHD	SC Johnson(Buying) APAC, Bacardi China, C&A China	18.9	Red Bull Philippines	17.4	32
4	4	MediaCom	Hysan Development Hong Kong, Ministry of Manpower Singapore	16.4	Etihad Airways APAC	12.3	52
5	5	Dentsu Media	Japanese Govt Japan, FAW-VW Magotan China Project, Suzuki India	12.6	Sands(Digital) China	11.6	132
6	12	Starcom MediaVest	Etihad Airways Partners APAC, LTA Singapore, IDA Singapore, Burger King China	11.9	Diabetosol Sri Lanka	10.7	28
7	6	Mindshare	BenQ Taiwan, Elevenia Indonesia, pegipegi.com Indonesia	10.0	Scott Collections Hong Kong	9.3	30
8	7	Havas Media	SingTel Singapore, QBE Insurance Australia, FairPrice Singapore	13.3	Snow Bear China	8.4	46
9	8	MEC	Microsoft Store China, Uber Taxi India, Garena Taiwan, Bond University Australia	8.0	Singtel Singapore	5.7	63
10	10	ZenithOptimedia	Reebonz Regional, NAC Singapore, Merck Animal Health Australia	10.9	Changi Airport Singapore	5.3	47
11	9	Vizeum	SCG Paper PLC Thailand, Huawei NZ, BBC APAC	10.4	Jet Airways India	5.0	93
12	11	BPN	Samsung Life Insurance Thailand, Smart Telecom Philippines, PLDT Philippines	3.3		3.3	5
13	13	Universal McCann	Century Ply India, DongSuh Korea, Grab Taxi Malaysia	8.2	Tempur Japan	2.2	141
14	14	Initiative	Tourism Tasmania Australia, China Southern Airlines Australia	1.7	Nippon Paint Thailand	-0.4	23
15	15	Maxus	Honda Cars India, ICC India, McCain Foods India	3.0	Huawei Thailand	-7.4	12
						133.4	1,035

METHODOLOGY

The R3 New Business League has been compiled each of the last 154 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