

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 2016

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	Minute Maid Vietnam, Nestle China Project, JC Korea Project	103.0	FIAT India	99.3	452
2	4	Isobar	Panasonic India Digital Project	51.3		51.3	238
3	2	McCann WorldGroup	Reliance JIO India, Gilead Sciences Japan Project, Cigna India	48.1	VIP India	47.9	396
4	6	Publicis	P&G Swisse Australia, Alisports China Project, Griffith University Australia	46.8	FMCG Client China	45.3	260
5	3	Y&R	Unilever Indonesia, Unionbank Philippines Project, Accenture Australia Project	45.4	Revlon Australia	43.6	132
6	5	DDB	Disney Australia Project, Lipton Tea Australia, Allergan China,	43.3	Vita Tea China/Hong Kong	41.8	245
7	7	TBWA	Car2Go China, Adidas China Project, Acecook(Digital) Vietnam	36.5	Bosch China	34.4	118
8	8	Saatchi & Saatchi	Bonoco China, Sands China Project, Habeco (Ha Noi Beer) Vietnam	31.4	Emirates Indonesia	29.5	84
9	9	J Walter Thompson	Sri Lankan Airlines Sri Lanka, Dindayal India, TUI India Project	31.6	KT&G Korea	27.2	257
10	10	Dentsu	FundsIndia.com India, Hug Innovations India	26.0	Weet-Bix Australia	24.7	143
11	13	Cheil	Nissan Infiniti Motor (Digital) China, Bata India	19.3	Pfizer Korea	18.7	60
12	11	Mullen Lowe	Harley Davidson APAC, Ayurwin Pharma India, Varmora Granito India	18.4	Axis Bank India	18.4	53
13	12	Leo Burnett	P&G FMOT Singapore, Diageo Australia, Colorplus India	20.7	Woolworths Australia	17.1	111
14	14	FCB	Sunsweet Malaysia, Acer Malaysia, OCBC Malaysia	7.2	DTDC India	7.1	16
15	17	BBDO	Mattel Australia, Rugby League World Cup 2017 Australia, Vita Tea China&HK	9.5	Foxtel Australia Project	5.0	12
16	15	Fred & Farid	Sephora China, Mondelez China Project, Vivo China	7.0	Car Client China	4.6	4
17	25	Havas Worldwide	Bank of Communications China, Uni Green Tea China	7.3	Virgin Mobile Australia	4.3	9
18	16	M&C Saatchi	Woolworths Australia, Celcom Malaysia, Malaysia Airports Malaysia Project	4.2		4.2	14
19	18	DigitasLbi	Orient Electric India, Piaggio's Aprilia India	3.0		3.0	3
20	-	VML	Rugby League World Cup 2017 Australia, New Balance Global	2.5		2.5	2
21	19	Wieden & Kennedy	AB InBev - Corona China, Delhi Tourism India, Net Dragon China	1.6		1.6	3
22	20	Grey Group	GSK Global, Weber BBQ APAC, GMHBA Australia, Dreamworld Australia	4.9	Melbourne Racing Club Australia	1.1	5
23	21	SapientNitro	Hugo Boss(Digital) APAC	1.0		1.0	5
24	23	McGarryBowen	Brand USA tourism APAC, Acura NSX Singapore Project	0.8		0.8	3
25	24	BBH	Shangri-La Hotels and Resorts Global, Snapdeal India	0.8	Dulux Australia	0.0	3
						534.5	2,628

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 2016

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	4	Mindshare	Chery JLR China, Malaysian Airlines Malaysia, Bank Of Baroda India	63.9	VF Group China/Hong Kong/Korea	53.2	179
2	1	PHD	7-Eleven Australia, Bakers Delight Australia, Fossil Hong Kong	40.2	MYOB Australia	38.0	66
3	2	Zenith	Nestle Vietnam, Henkel Australia, McDonald's(SEO) Taiwan	44.5	Swarovski Global	36.5	78
4	3	OMD	Telkomsel Indonesia, MTR Hong Kong, Apollo Hospital India	40.0	7-Eleven Australia	32.2	104
5	5	Carat	Triumph Motorcycles Australia, Triple T Internet Thailand, Ministry of Energy Thailand	32.4	OCBC Bank Singapore	30.5	303
6	6	Dentsu Media	Japan National Tourism Organization Malaysia, FTMS China Project	20.2	Bridgestone India	19.3	174
7	7	Vizeum	Fletcher Building Global, Essilor Regional (5 Markets), Arnott's Thailand	13.7	Tennis Australia	13.0	68
8	8	Initiative	Syntech Technology India, CIMB Malaysia Project	13.3	McPherson's Australia	12.6	48
9	11	Universal McCann	FitBit Regional, Borosil Glass Works India, Nestle Malaysia Project	23.6	Malaysia Airlines Global	10.3	97
10	10	Havas Media	Lenovo Malaysia, Sunrice Australia, Shasun Pharmaceuticals India	13.6	JDE Thailand	9.0	104
11	9	MEC	Vodafone Australia, 10i Commerce Service India, Hola Taiwan	12.4	EDB Singapore	8.8	128
12	13	Mediavest Spark	Diageo Australia, Apply Direct Australia, AGKL Australia, EA Australia	2.9		2.9	5
13	12	Starcom	Red Energy Australia, Singapore Airlines(Social) Singapore	10.9	GMI(Planning) China	2.6	48
14	15	MediaCom	Dhospaak Thailand, PT Munchy Indonesia, Greenery Park Mall Thailand	36.5	Specsavers Australia	2.1	83
15	14	Maxus	Janalakshmi Financial Services India, OCBC Bank Singapore, Danone Nutricia Australia	3.0	Inbisco India	0.4	10
						271.2	1,495

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.