



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 2018

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	National Arts Council Singapore, ICICI Bank India, Thermax India	44.1	FMCG Client Philippines	43.9	115
2	2	Publicis	Ricola Singapore, Mercedes-Benz Global, Club Factory India Project	32.5	Zee Entertainment India	32.2	52
3	4	Leo Burnett	WeBank China, Abbott nutrition China, Vanke Hong Kong Project	17.6		17.6	98
4	3	DDB	Samsung Singapore, 2degrees Mobile New Zealand, Maruman Korea	19.4	Starhub Singapore	17.4	59
5	5	J Walter Thompson	ASUS Global, NetEase China, MQDC APAC	20.1	RACV Australia	16.7	60
6	6	Isobar	FMCG Client China	14.5		14.5	66
7	10	Saatchi & Saatchi	Fiji Tourism Global, Campbell Arnotts Australia, CPF Singapore	9.4		9.4	23
8	8=	McCann WorldGroup	Suntory (Tea) China Project, Amazon China Project, OPPO Taiwan Project	9.2	Reebok India	8.9	57
9	13	Havas Worldwide	Red Bull Flugtag Australia, Ikea Japan Project, Honda CB 150 Versza Indonesia	8.3		8.3	13
10	8=	Dentsu	M1 Singapore, Subway Singapore, Discovery Jeet India Project	6.7		6.7	28
11	7	Publicis Groupe	Campbell Soup Global	6.0		6.0	1
12	21	TBWA	UNIQLO China, Intel India, Du UAE	6.9	Vichy Cosmetics Global	5.4	7
13	17=	Digitas	Nestle China, Visa Singapore Project, Nu Skin China Project	4.0		4.0	19
14	11	R/GA	Wine Australia, NRL Australia, Shiseido Japan Digital	3.6		3.6	4
15	20	Y&R	GNC vitamins China, BUMS Thailand Project, Quick Chicken Indonesia	5.8	Emirates Airlines Australia	3.3	14
16=	12	Grey Group	Bose Global, Generali Asia, Carlsberg's Tuborg China	4.0	Hotels.com Asia	3.0	3
16=	16	VML	Pfizer Australia, Singapore Power Singapore, Johnson & Johnson Singapore	3.0		3.0	23
18	17=	FCB	Bisleri Fonzo India, SASA Malaysia Project, Daekyo Malaysia - EyeLevel Malaysia Project	1.3		1.2	4
19=	14=	MullenLowe Group	Bajaj Discover India	1.0	Macquarie University Australia	0.5	1
19=	14=	M&C Saatchi	Jack Daniels Australia, Axiata Group Malaysia, Byton electric car China	0.5		0.5	3
						196.0	717

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 2018

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	Wavemaker	Wings Group (Digital) Indonesia, Bisleri India, Tata Sky India	25.2	Banyan Tree Group Singapore	15.9	52
2	3	Vizeum	Reckitt Benckiser Thailand, Mitsubishi(Offline) Indonesia, Komoco Motors Singapore	10.9	Simplot New Zealand	10.7	36
3	7	Universal McCann	Australian Fed Gov Australia, Wipro India, Coca-Cola Philippines	12.6	Wellcome Hong Kong	10.7	16
4	4	PHD	Vivo(Digital) India, Tourism Quebec China, Almond Board of California China	12.3	Diageo Hong Kong	9.9	29
5	2	Carat	British Council India, Hae Mo Wit Thailand, Thai Herb Shop Thailand	9.4	The Body Shop Singapore	9.0	48
6	5	Havas Media	Red Bull Flugtag Australia Project, GAC Triumpchi China, Bajaj Allianz India	6.6	Le Minerale Philippines	5.7	19
7	6	Zenith	Pierre Fabre China, National Arts Council Singapore, IQYI Taiwan	6.7	Qantas New Zealand	4.6	13
8	12=	Mindshare	Shopee Indonesia, Unibic India, Deliveroo Australia	10.0	Kalbe International Singapore	4.4	47
9	9	Spark Foundry	Marriott Global, Khumo Tyres Australia, 7Travel Australia	4.1		4.1	9
10	8	OMD	Wellcome Hong Kong, Cash - Pricerite Hong Kong, Upside Australia	6.1	SCG Thailand	4.0	23
11	11	Initiative	M G Motors India, Le Minerale Philippines, Marrybrown Malaysia, Cambert & Nuvanta Malaysia	2.2		2.2	20
12	17=	Blue 449	Perfetti China	1.8		1.8	1
13	12=	MediaCom	Bose Global, PT Hartono Istana Technology Indonesia, PT Mayora Indah Tbk Indonesia	2.1	Shopee Indonesia	1.6	10
14	14	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
15	15	Essence	Tigerair Australia	0.2		0.2	1
16	16	M2M	Republic Biscuits Corp Philippines, MSIG Insurance Singapore Project	0.1		0.1	2
17	17=	BPN		0.0		0.0	0
18	10	dentsu X	Car Client Australia	5.6	Australian Fed Gov Australia	-2.7	60
19	19	Starcom	Banyan Tree Group Singapore, Gentle Supreme Malaysia, Hyderabad (HIL) Industries India	2.0	Coca-Cala Philippines	-5.0	17
						72.5	412

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 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.