

2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2024

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	11	VML	Sasta Sundar India Project, Towngas Hong Kong Project	6.6		6.6	65
2	6	DDB	SIRIRAJ H. SOLUTIONS Thailand, McDonalds Sponsorship Australia,	6.0		6.0	12
3	10	Havas Worldwide	Air Asia Cambodia Project, VIACOM India, Ausgrid Australia Project	4.8		4.8	12
4	36	Apparent	Fleetwood Australia, Camec Australia, TAL Project Australia	1.0		1.0	5
5	1	Ogilvy	(TCP) T.C. Pharmaceutical Industries Company Limited Thailand, KFC	0.8		0.7	22
6	2	BBDO	Taiwan Semi-Conductor Taiwan Projects, HuaXI Zi China Project,	0.6		0.6	18
7	23	Wondrlab	Interspace Communications Pvt Ltd India Project, Bajaj Auto Limited	0.5		0.5	71
8	80	Special Group	TAB New Zealand Project, Air New Zealand New Zealand Project, EECA	0.3		0.3	8
9	4	Grey Group	Febreze Korea Project, Shark Ninja Korea Project, Takeda	0.2		0.2	3
10	34	ThinkerBell	APT Australia Project, APT Australia Project	0.0		0.0	2

2024 (Jan): 20.7 218
2023 (Jan): 26.2 154

YoY Comparison: -21.0% 41.6%

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2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2024

1	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
3 11 OMD Kathe Indonesia, Tyon Thailand, Sharp Indonesia 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5	1	2	Wavemaker	Benz China, Bananain China	12.4			17
Sharp Indonesia 1.5	2	15	PHD		7.2		7.2	4
12	3	11	OMD		1.5		1.5	6
Taiwan Taiwan, Fujiffin Business 0.7	4	12	Havas Media		0.8		0.8	3
PEOPLE INTERACTIVE (INDIA) T	5	3	Mindshare	Online Education Australia, FXTM	0.7		0.7	13
7	6	8	LS Digital		0.3		0.3	9
9 22 Hearts & Science Sony Home Entertainment Australia, Popeyes NZ Ltd New Zealand bel365 retention - All Media 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1	7	-	Apparent	LG Crestone Australia, Undisclosed	0.2		0.2	2
9 22 Hearts & Science Sony Home Entertainment Australia, Popeyes NZ Ltd New Zealand bet365 retention - All Media 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1	8	10	NP Digital	Gobi Mongolian Cashmere USA	0.1		0.1	13
10 17 Ryvalmedia bet365 retention - All Media Australia 0.1 0.1 2024 (Jan): 22.6 2023 (Jan): 29.9 YoY Comparison: 24.5%	9	22	Hearts & Science	Sony Home Entertainment Australia,	0.1		0.1	2
2024 (Jan): 22.6 2023 (Jan): 29.9 YoY Comparison: -24.5% 2024 Creative & Media (Jan): 43.3 2023 Creative & Media (Jan): 56.1	10	17	Ryvalmedia	bet365 retention - All Media	0.1		0.1	1
2023 (Jan): 29.9 YoY Comparison: -24.5% 2024 Creative & Media (Jan): 43.3 2023 Creative & Media (Jan): 56.1								
YoY Comparison: -24.5% 2024 Creative & Media (Jan): 43.3 2023 Creative & Media (Jan): 56.1						2024 (Jan):	22.6	70
2024 Creative & Media (Jan): 43.3 2023 Creative & Media (Jan): 56.1						2023 (Jan):	29.9	57
2023 Creative & Media (Jan): 56.1						YoY Comparison:	-24.5%	22.8%
						2024 Creative & Media (Jan):	43.3	288
YoY Comparison: -22.9%						2023 Creative & Media (Jan):	56.1	211
						YoY Comparison:	-22.9%	36.5%

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.co 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 R0I.