



Asia Pacific / Mar 2024

|                 |        |       |
|-----------------|--------|-------|
| 2024 (Jan-Mar): | 71.8   | 488   |
| 2023 (Jan-Mar): | 98.7   | 429   |
| YoY Comparison: | -27.2% | 13.8% |



| 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        | TCL China, KEEP China, Cindy Chao China                             | 18.8                                 | Vitasoy Hong Kong | 18.7                                    | 23         |
| 2               | 3               | Mindshare        | Oronamin C Indonesia, Qualcomm China, Allofresh Indonesia           | 9.0                                  |                   | 9.0                                     | 27         |
| 3               | 2               | PHD              | Vitasoy Hong Kong, Lane Crawford eCommerce Hong Kong, Dah Sing      | 8.5                                  |                   | 8.5                                     | 12         |
| 4               | 7               | LS Digital       | Nippon Life India Asset Management Limited India, Central           | 4.8                                  |                   | 4.8                                     | 36         |
| 5               | 8               | Havas Media      | MP Tourism India, ICICI Bank India Social Media, Sunflame India     | 2.7                                  |                   | 2.7                                     | 12         |
| 6               | 5               | Ryvalmedia       | GVG Australia, Solar Service Guys Australia, Jungle Tribe Australia | 2.2                                  |                   | 2.2                                     | 12         |
| 7               | 6               | OMD              | Bangchak Thailand Project, Kalbe Indonesia, Tyson Thailand, Sharp   | 2.4                                  |                   | 2.2                                     | 13         |
| 8               | 4               | Initiative       | Air India India, VIVO Malaysia, Bangchak Thailand Project           | 1.8                                  |                   | 1.8                                     | 3          |
| 9               | 18              | Dentsu X         | PT Suzuki Indomobil Sales Indonesia, Nitori Taiwan Taiwan,          | 1.5                                  |                   | 1.5                                     | 32         |
| 10              | 9               | NP Digital       | Hair & Skin Science Australia, Flexitol Australia, adobe Australia  | 1.0                                  | 1.0               | 55                                      |            |
| 11              | 16              | Carat            | ELCA (Thailand) Limited Thailand Project                            | 1.1                                  | 1.0               | 29                                      |            |
| 12              | 17              | iProspect        | One Bangkok Thailand, KTB Travel Card Thailand Project, MAP Fashion | 0.2                                  | 0.2               | 11                                      |            |
| 13              | 10              | Apparent         | LG Crestone Australia, Undisclosed Client Australia                 | 0.2                                  | 0.2               | 2                                       |            |
| 14              | 11              | Hearts & Science | Sony Home Entertainment Australia, Popeyes NZ Ltd New Zealand       | 0.1                                  | 0.1               | 2                                       |            |
| 15              | 49              | DRUM             | Rosewood Hotels New Zealand                                         | 0.0                                  | 0.0               | 1                                       |            |
|                 |                 |                  |                                                                     |                                      |                   |                                         |            |
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|----------------------------------|--------|-------|
| 2024 Creative & Media (Jan-Mar): | 124.5  | 758   |
| 2023 Creative & Media (Jan-Mar): | 203.8  | 801   |
| YoY Comparison:                  | -38.9% | -5.4% |

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.