

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	2	Ogilvy	Maxis Malaysia, BPI Philippines Project, Conga Food ANZ, Lifestyle International India	51.0	Johnny Walker China (Digital)	48.2
2	1	McCann WorldGroup	Nimble Australia, Godiva China, Wyeth Indonesia, adidas India Project	43.8	AMO Japan Project	38.9
3	5	Leo Burnett	Woolworth Retail Australia, Adlabs Imagica India, UTC India	21.6	Micromax Mobile India Project	20.9
4	3	Y&R	AMO Japan Project, NSW Government Australia Project, Bupa Australia Project	22.9	Microsoft CRM APAC	19.9
5	4	DDB	Bentley Creative China, Tsingtao Beer China, Brigade Group India	21.6	Volkswagen China (Some Brands)	18.3
6	6	Dentsu	GTMC China Project, Bridgestone China, Yamaha Cambodia	11.6	Toyota Motor(Yaris) Philippines	10.1
7	8	JWT	Microsoft Japan Project, Info Edge India Project, Dunkin Donuts India	10.4	SpiceJet India	8.1
8	7	Grey Group	BCA KlikPay Indonesia Project, Sentosa Singapore, Procter & Gamble Indonesia Project	7.8	AXA India	7.6
9	9	Lowe	Myntra.com India, Engro Foods India, Anta Kids China	7.2	Johnson's Baby Indonesia Project	6.9
10	10	BBDO	Maeil Dairy Korea Project, MG Insurance Korea Project	5.4	Fruco V New Zealand	3.5
11	14	M&C Saatchi	IAG Australia, A2 Milk Australia, Lexus Australia	3.5	Aditya Birla Money India	3.5
12	11	Saatchi & Saatchi	Pertamina Oil & Gas Indonesia, Electrolux Thailand, Garena Project 2	4.5	Lexus Australia	3.5
13	12	SapientNitro	MetLife Regional, Citibank Regional Project, Lane Crawford Hong Kong	2.8		2.8
14	13	TBWA	TCL China, Tag Heuer China Project, Lee China Project, Johnson & Johnson India Project	3.2	Tsingtao Beer China	2.2
15	15	Publicis	Intel Embedded System APAC, AXA India, Rummymcircle.com India	6.2	Garry Crick Auto Australia	1.8
16	16	BBH	HUL India, Piaggio India	0.4		0.4
17=	17=	Wieden & Kennedy		0.0		0.0
17=	17=	Iris		0.0		0.0
17=	17=	Bates		0.0	IPL India Project	(0.0)
20	21	Havas Worldwide	Lion Systema China, BOC Corporate China	3.3	Master Kong (Biscuits & Cookies) China	(0.7)
21	20	DraftFCB	Nathella Sampath Jewellery India	0.1	Tata Docomo	(0.8)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Carat	Nokia APAC, Hubtown India, GQ Thailand	55.53	Southern Union Malaysia	49.22
2	2	Mindshare	Pepsi China, Nestle Malaysia, Volvo APAC, Yakult Danone India	28.50	KYMCO motorcycle Taiwan	21.60
3	4	ZenithOptimedia	Sands China, 1Smart China, HK Bank Korea	15.18	Bausch+Lomb China	13.78
4	3	OMD	Heinz APAC, Department of Tourism Philippines, Audible Australia	26.63	Amway China(TV Buying)	12.61
5=	6	MediaCom	Sony Activation Regional, Symantec Regional	10.96	RACV Australia	8.32
5=	5	Starcom MediaVest	Media Prima Malaysia, OpenRice Malaysia, Shang Properties Philippines	10.12	Interislander New Zealand	8.26
7	7	Vizeum	Krung Thai Bank Thailand, IKEA Korea, Easy Buy Thailand	7.82	Beiersdorf Taiwan	7.52
8	12	Havas Media	MTS India, BBC India, ISS Hicare India, NCP India Project	12.10	Allied Blenders & Distillers India	7.24
9	8	PHD	Newell Rubbermaid Malaysia, Ministry of Business New Zealand,	5.81	Banana Boat Australia	5.28
11	10	MEC	Permata Bank Indonesia, Cotra Enterprise Malaysia, Interislander New Zealand	7.01	Microsoft (B2C) China	3.13
10	9	Dentsu Media	Puu Deng Pharma Taiwan, Pertamina Indonesia Project	3.82	Daikin India	2.82
12	11	Initiative	Mono TV Thailand Project, CPF Thailand Project, Luxasia Thailand Project	3.12	Rabobank Australia	1.57
13	13	Maxus	Thomas Jewellers Australia, BML Educorp Services India, ICC India	1.25	Cotra Enterprise Malaysia	(1.13)
14	14	Universal McCann	CIMB Bank Malaysia, Nichirei Japan Project, UCC Japan Project	10.52	Microsoft APAC	(7.54)

The R3 New Business League has been compiled each of the last 141 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.