

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 2015

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	Adani Reality India, CJ Lion Korea, HK Land Hong Kong Project	57.9	Incredible India	54.2	319
2	2	McCann WorldGroup	Nexen Korea Project, Wyeth China Project, Nippon China Project	56.4	Lipitor Indonesia	51.1	296
3	3	DDB	Sydney Opera House Australia Project, Dheeraj Realty India, Dubli.com Indonesia	41.0	Audi Australia	35.6	212
4	4	JWT	Asus China, Ministry of Labor Taiwan Project, Exide Project	36.3	AKUH Pakistan	30.7	185
5	6	Y&R	GAMEVIL Japan Project, Mead Johnson China, VisitBritain China	35.3	AGL Energy Australia	27.8	98
6	9	Dentsu	Acura China, Ferrero Australia Project, Dr Oetker Australia	27.7	Moet Hennessy Taiwan	23.6	181
7	5	BBDO	Laneige Korea, Visa Japan, IDEA Japan Project	28.5	Tung Ho Steel Taiwan	23.1	56
8	7	Leo Burnett	HDFC Bank India, Liepin.com China, Double Tree Hilton Australia	23.3	Anta Sportswear China	19.7	137
9	8	Publicis	P&G China Project, EverGrande China Project, Ferrero China Project	22.5	Cebu Pacific Philippines	17.7	215
10	10	Lowe	Mantena Technologies India, Tata Global Beverages India, GCPPL India Project	18.8	The Laughing Cow Vietnam	15.1	87
11	11	TBWA	Dayou Winia Korea, Strong Food China Project, Thakral China Project	11.6	Ajinomoto Taiwan	10.4	82
12	12	Saatchi & Saatchi	Toyota Corolla Australia, Geely Car China, FWD Insurance APAC	11.3	Carlsberg Beverages India	9.5	11
13	13	Grey Group	FOX Sports Singapore Project, Unilever China Project, Saint-Gobain India	9.7	Dermatix Korea	9.1	31
14	14	M&C Saatchi	Huagain Paper China, Steelmate Auto Electronics China	8.5	Nando's India	7.0	24
15	15	SapientNitro	Bond University Australia, ATDW Australia, Target Australia Project	4.7	Ardent Leisure Australia	4.4	11
16	16	Havas Worldwide	Citroen Australia, Mercedes-Benz vans Australia, Danone yogurts Australia	4.2	Finance Client	3.7	5
17	17	Wieden & Kennedy	Milka APAC, Nurofen APAC	1.5		1.5	2
18	18	Iris	Fiji Airways APAC, PZ Cussons APAC	1.2		1.2	2
19	19	Bates	Volkswagon Taiwan	0.5	DEN Network India	0.5	1
20	20	FCB		0.0	Pernod Ricard Taiwan	-0.9	0
21	21	BBH		0.0	Viber Media India	-6.4	0
						338.6	1,955

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 2015

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	Carat	Beiersdorf Hong Kong, Evergrowing Bank China, Supercell Taiwan	37.3	BMW China	28.6	341
2	3	Starcom MediaVest	BMW China, Visa Global, Bluebell Hong Kong	30.7	Novartis OTC Global	27.1	41
3	4	PHD	Unilever Australia, GSK ANZ, Ikano Malaysia	29.0	Jenny Craig Australia	27.0	53
4	2	OMD	Apple Hong Kong (Digital), Cigna Hong Kong, Magnetic Asia Hong Kong	29.3	Visa Global	20.7	99
5	7	Dentsu Media	AKA Australia, Funtastic Australia, Hotels.com Australia	15.8	Sands(Digital) China	14.2	154
6	6	Mindshare	Lee Kum Kee China, Kellogs Pakistan, F&N Dairies Thailand	18.6	Unilever Australia	13.3	58
7	5	MediaCom	Wangdduggeong Korea, Elle Golf & Outdoor Korea, ZTE China	17.5	EA Games Global	12.4	62
8	10	ZenithOptimedia	Singapore Airlines Global, Fan Li Wang China, Line China(Planning)	15.1	Changi Airport Singapore	11.5	69
9	9	Havas Media	EA Games Global, NTUC FairPrice Singapore, Club My Cab India	15.2	Aeroflot - Russian Airlines China	9.3	56
10	8	Vizeum	BBC Australia, Ministry of Health & Welfare Taiwan, Scholl Thailand	14.3	Jet Airways India	8.9	114
11	12	Universal McCann	Sime Darby Malaysia, Hutchison Three Indonesia, CIT Australia	11.3	Tempur Japan	5.3	173
12	11	MEC	Zopper India, Supalai Thailand, Eaton Hotels Hong Kong(Digital)	8.7	Singapore Airlines Global	4.8	82
13	13	BPN	Samsung Life Insurance Thailand, Smart Telecom Philippines, PLDT Philippines	3.3		3.3	5
14	14	Initiative	Thai Jintan Nude Thailand Project, Red Bull Beverages_G2 Thailand Project	1.8	Nippon Paint Thailand	-0.2	28
15	15	Maxus	Polytron Indonesia, Holcim Cement Indonesia, Otterbox China	4.3	Huawei Thailand	-6.4	17
						179.9	1,352

### METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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](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 for clients across the region.

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