

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	Lodha Group India, Lion Australia, Hubspot Australia, Sprite India	66.7	Midea International Hong Kong	60.6	395
2	2	McCann WorldGroup	Nexen Korea Project, Wyeth China Project, Nippon China Project	56.4	Lipitor Indonesia	51.1	296
3	3	DDB	Pears Skincare APAC, Dheeraj Realty India, Dubli.com Indonesia	42.6	ICICI Lombard India	36.6	213
4	5	Y&R	Dangdang.com, AIG Group Japan Project, BMW Japan, ME Bank Australia	41.7	AGL Energy Australia	34.2	114
5	4	J Walter Thompson	Asus China, TUI India Project, Nirmal Lifestyle India, Tango Media India	39.0	AKUH Pakistan	33.4	208
6	8	Leo Burnett	iSelect Australia, Tigerair Singapore(Social), China Airline Taiwan	32.0	Anta Sportswear China	28.0	163
7	7	BBDO	Midea International Hong Kong, Singha Beer Thailand, Cambodia Beer Thailand	32.7	Tung Ho Steel Taiwan	27.2	66
8	6	Dentsu	Wanglaoji China, Dongfeng Nissan Brand China, Wooricard Korea Project	31.0	Moet Hennessy Taiwan	26.6	206
9	9	Publicis	Qihoo360 India, Estee Lauder China Project, Tencent China Project	24.2	Cebu Pacific Philippines	19.4	232
10	10	Mullen Lowe	Tata Global Beverages India, TVS Sport India, Mobizz India	20.1	The Laughing Cow Vietnam	16.3	89
11	12	Saatchi & Saatchi	Toyota Corolla Australia, Geely Car China, Hamdard India	11.5	Carlsberg Beverages India	9.7	12
12	11	TBWA	Dayou Winia Korea, Strong Food China Project, Thakral China Project	11.6	Tigerair(Social) Singapore	9.7	82
13	13	Grey Group	FOX Sports Singapore Project, Unilever China Project, Saint-Gobain India	9.7	Kellogg's Singapore	8.4	31
14	14	M&C Saatchi	DS Group India Project, BWS Australia, UnitingCare Australia Project	8.5	Nando's India	7.0	24
15	15	SapientNitro	Bond University Australia, Riot Games China, Huai Wei China Project	5.6	Ardent Leisure Australia	5.3	15
16	17	Wieden & Kennedy	Milka APAC, Nurofen APAC	3.5		3.5	3
17	16	Havas Worldwide	Citroen Australia, Mercedes-Benz vans Australia, Danone yogurts Australia	4.7	Finance Client	1.9	6
18	18	Iris	Fiji Airways APAC, PZ Cussons APAC	1.2		1.2	2
19	19	Bates	Volkswagon Taiwan, Kelzai Secrets India	0.8	DEN Network India	0.4	2
20	20	FCB	Bosch Power Tools Asia	1.0	Philippine Airlines Philippine	-0.5	1
21	21	BBH		0.0	Viber Media India	-6.4	0
						373.5	2,160

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	Mondelez APAC, Xiwang (Planning) China, Sistema India	49.2	BMW China	40.6	364
2	2	Starcom MediaVest	Citigroup APAC, Visa APAC, BMW China, Courts Mammoth Malaysia	35.6	GSK APAC	32.1	43
3	3	PHD	Unilever Australia, GSK APAC, Ikano Malaysia	26.5	Jenny Craig Australia	24.4	52
4	4	OMD	Apple(Digital) Hong Kong, Cigna Hong Kong, Thai Health Promotion Thailand	29.6	Sentosa Singapore	20.8	100
5	5	Dentsu Media	Acura Brand Promotion China, Toyota China Project, Amway Hong Kong Project	20.9	Sands(Digital) China	19.4	178
6	6	Mindshare	Lee Kum Kee China, Kellogs Pakistan, F&N Dairies Thailand	21.4	Maxis Malaysia	13.1	72
7	8	ZenithOptimedia	Singapore Airlines APAC, BASF APAC, Pharma Research Korea	16.6	Changi Airport Singapore	13.0	84
8	7	MediaCom	GSK Global, Wangdduggeong Korea, ZTE China	18.0	EA Games Global	12.8	63
9	9	Havas Media	Atomic Search Australia, MOT Indonesia Project, Canon Singapore	15.6	Aeroflot - Russian Airlines China	9.7	61
10	10	Vizeum	Krung Thai Bank Thailand, Srei's India, BioConnexion Malaysia	14.9	Jet Airways India	9.5	121
11	11	Universal McCann	Sime Darby APAC, LF Fashion Korea, Mobile Sure Thailand Project	13.3	Tempur Japan	6.8	178
12	14	Initiative	Maxis Malaysia, Icare Learning India	6.1	Nippon Paint Thailand	4.0	30
13	13	BPN	Samsung Life Insurance Thailand, Smart Telecom Philippines, PLDT Philippines	3.3		3.3	5
14	12	MEC	Calvin Klein China, Bank of Ceylon Sri Lanka, Namyang Thailand	10.5	CLP Hong Kong	1.8	99
15	15	Maxus	Polytron Indonesia, Holcim Cement Indonesia, Otterbox China	4.3	Huawei Thailand	-6.4	17
						204.9	1,467

METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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.

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