

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 2019

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	BBDO	Mercedes Benz China Retainer , Remy Martin China Project, Uniliver Sariwangi Indonesia Project	23.5		23.5	37
2	7	Ogilvy	Confidential Consumer Goods Brand China, Nestle (Content Studio) China, Pfizer China, Maxus China	19.8	L.P.N DEVELOPMENT THAILAND AOR	18.6	57
3	3	DDB	McDonalds (Hardcastle) India, PUB (Social retainer) Singapore, ABC Mart Korea Project, Tsingtao Korea	12.5		12.5	31
4	4	Publicis	HPB Singapore Integrated, Galderma - Cetaphil China Project, Ohmyhome Singapore, OB(CASS) Korea AOR	11.9	DS China	11.8	35
5	2	Leo Burnett	Uni-President-Orangeate China Project, Kalia Outreach Program India Project, Pfizer China Project, Audi-Branding China	11.2	Abbott - baby nutrition China	10.9	40
6	5	Saatchi & Saatchi	Geely China, Nestle Australia beverages and foods portfolio, Kabrita China, Porsche China Retainer	9.7	Mondelez India	9.6	16
7	6	Digitas	Rosewood Hotel Group Hong Kong, Huawei China, UFS 2019 BIC & KCLB Campaign China Project, Mercedes-Benz China Project	7.8		7.8	20
8	8	TBWA	Hilton Hotels and Resorts Singapore, Singapore Airlines Global, Greenfields Indonesia, Hilton Singapore	5.5		5.5	4
9	5	McCann Worldgroup	Skyworth TV China, Aqualite India Project, STAR BENGALI India Project	7.4	WINIX	5.4	28
10	9	VMLY&R	Logitech Malaysia & Singapore, TerryWhite Chemmart Australia, Cactus Malaysia, Australian Defence Force Recruiting Australia	4.1		4.1	23
11	-	Wunderman Thompson	Globe Telecom (Prepaid) Philippines Project, Unilever Citra Global Pitch Thailand, Dalmia Cement Bharat Ltd India	3.9	Eucerin	3.3	23
12	10	M&C Saatchi	Smartone Hong Kong, Tab Australia, the Australian Olympic Committee(AOC) Australia, redBus.id - Ibibo Indonesia Indonesia	3.1		3.1	5
13	-	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	1.8		1.8	6
14=	26	MullenLowe Group	Zee Media India	1.0		1.0	1
14=	-	Verve	Telkomsel Indonesia	1.0		1.0	1
14=	-	Havas Worldwide	IAG Australia	1.0		1.0	1
17	11	FCB	Asahi Malaysia, Levi's Malaysia, Kronenbourg Malaysia	1.1	Mondelez - Chips Ahoy China Project	0.9	3
18=	-	Lowe Lintas	Mobile Premier League India	1.0		0.6	1
18=	12	Accenture Interactive	Aria Global	0.6		0.6	1
18=	-	This is Flow	McVitie's Australia	0.6		0.6	2
						125.9	369

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 2019

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	Mindshare	Rebisco Philippines, PepsiCo Malaysia, Zhejiang YINMA Advertising Co. Ltd. China, Yili(Media Planning) China	46.7	IKEA Indonesia Project	46.6	100
2	2	Wavemaker	South Australian Government Australia, Cure.Fit India, ITC Digital India, Little Red Book China	14.9	Now TV Hong Kong	14.6	20
3	4	OMD	Hun Li Ji China, K11 Musea Hong Kong Project, Dilmah New Zealand, Amway China	11.9		11.8	32
4	3	PHD	Al Alali UAE, Singapore Airlines Global, Bukalapak Indonesia, NZ Post New Zealand	4.9		4.6	12
5	5	Initiative	Fujitsu General Australia Australia, Australian Radio Network (ARN) Australia, Specsavers Australia, Krungsri Bank Thailand	2.7		2.7	8
6	6	Madison Media	Marico India, Marico Media India	2.0		2.0	1
7	2	MediaCom	Jahwa China, Queensland Government Australia, Hawaiian Airlines	1.9	Dilmah New Zealand	1.3	4
8	10	Cummins&Partners	Jenny Craig Australia	0.8		0.8	2
9	5	Universal McCann	Netflix Taiwan Project, Changi Airport China	0.8	Zivame	0.6	3
10=	7	Essence	UpGrad India	0.5		0.5	2
10=	9	Atomic 212	Charles Darwin University Asia Pacific	0.5		0.5	2
12	8	Havas Media	Bounce Middle East, Kayo Sports Australia, Sesa Care India AOR - Integrated	0.5	Fico Cements Vietnam	0.4	3
13=	13	Spark Foundry	Encore Tissue Australia, Mr Chen's Australia, Beverage Brand Client	0.1		0.1	3
13=	12	Blue 449	Dairy Brand Client	0.1		0.1	1
15	14	Starcom	Zivame	0.2	Kicks	-0.3	1
16	18	Pervorm		0.0	Friesland Campina	-0.8	0
17	-	M2M		0.0	Rebisco	-1.0	0
18	17	Vizeum		0.0	Rio Tinto	-1.1	0
19	11	iProspect	PayPal India	0.3	Bank Client	-1.1	1
20	20	Zenith	Rio Tinto, SCG, Friso	1.3	United Overseas Bank (UOB)	-1.1	4
						75.8	199

### 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.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.