

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	2	Ogilvy	Sumitomo Denko website Japan Project , Danone Japan Co - Bio Restage Japan Project , Uber India India Project, Pfizer China	28.8	Nivea China	27.3	85
2	1	BBDO	Tennis Australia, Mercedes Benz China Retainer, Remy Martin China Project, Unilever Sariwangi Indonesia Project	24.3		24.3	38
3	3	DDB	Ninja Van Vietnam, Project X India, Vodafone New Zealand, McDonalds (Hardcastle) India	18.2		18.2	45
4	4	Publicis	Samsung SEA Singapore, Wyeth China Project, NIO China Project, HPB Singapore Integrated	17.3	DS China	16.1	55
5	5	Leo Burnett	Audi - Aftersales/2nd hand China, WeBank China, CHIA HSIN CEMENT CORPORATION Taiwan Project, Uni-President-Orangeate China Project	13.6	Cadillac - CT6 China	13.1	52
6=	-	Dentsu	Britannia Timepass India	12.1	MetLife	11.1	60
6=	6	Saatchi & Saatchi	Sands China Project, Toshiba Singapore, Maeil Daily China Project, Geely China	11.1	Mondelez India	11.1	23
8	7	Digitas	Cargill China Project, China Mobile Hong Kong Project, Cartier China Project, Rosewood Hotel Group Hong Kong	10.3		10.3	26
9	9	McCann Worldgroup	Skyworth TV China, MYNTRA India Project, Shangri La China Hong Kong Project, Aqualite India Project	8.6	WINIX	6.5	49
10	8	TBWA	Hilton Hotels and Resorts Singapore, Singapore Airlines Global, Greenfields Indonesia, Hilton Singapore	5.5		5.5	4
11	10	VMLY&R	FEDEX US, SAIC ROEWE China, AT Kearney Madinah Development Authority Dubai, Logitech Malaysia & Singapore	4.3		4.2	31
12	14=	MullenLowe Group	Ruosh India, Medlife.com India, Britannia Timepass India, Zee Media India	3.8		3.8	8
13	-	Isobar	Consumer Product Brand	8.1		3.6	59
14	11	Wunderman Thompson	Globe Telecom (Prepaid) Philippines Project, Unilever Citra Global Pitch Thailand, Dalmia Cement Bharat Ltd India	3.9	Eucerin	3.3	23
15	12	M&C Saatchi	Smartone Hong Kong, Tab Australia, the Australian Olympic Committee(AOC) Australia,	3.1		3.1	5
16	-	Anomaly	Johnnie Walker Global	2.4		2.4	1
17	13	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	1.8		1.8	6
18	14=	Havas Worldwide	Skootr India Project, Touch & Go E-Wallet Malaysia Project, IAG Australia	1.6		1.6	3
19=	17	FCB	California Garden United Arab Emirates, WorkSafe NZ, Asahi Malaysia, Levi's Malaysia	1.7	Mondelez - Chips Ahoy China Project	1.5	5
19=	28	The Works	The Smith Family Australia	1.5		1.5	2
						193.6	640

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	Tourism NZ, Ikea Indonesia, Rebisco Philippines, PepsiCo Malaysia, Zhejiang YINMA Advertising Co. Ltd. China, Yili(Media Planning) China	50.3	IKEA Indonesia Project	49.1	121
2	2	Wavemaker	Huawei China, South East Auto China, South Australian Government Australia, Cure.Fit India, ITC Digital India	30.1	Now TV Hong Kong	22.7	35
3	3	OMD	Yili China, Hun Li Ji China, K11 Musea Hong Kong Project, Dilmah New Zealand	22.9	Lovely Professional University India	22.1	38
4	13=	Spark Foundry	Encore Tissue Australia, Mr Chen's Australia, Beverage Brand Client	14.1		14.1	7
5	-	dentsu X	Automobile Company	8.7	Oriente Express Philippines	8.5	59
6	-	Zenith	WeWork China, Hong Kong, Taiwan AOR, Honor India Project, Friso (FrieslandCampina) ChinaRio Tinto, SCG	6.7	M1 Singapore	5.6	11
7	9	Universal McCann	Zomato India, ABT Associates India, Netflix Taiwan Project, Changi Airport China	5.0	Zivame	4.9	8
8	-	Vizeum	Lazada Limited Thailand Contract, Sino-Pacific Trading (Thailand) Co Ltd Thailand Contract, EASY BUY Public Company Limited Thailand Contract	5.3	Rio Tinto	4.3	18
9	12	Havas Media	UnionPay China, CMC Markets Australia, Bajaj Alliance General Insurance India AOR - Traditional, Bounce Middle East	4.1	Fico Cements Vietnam	4.0	15
10	5	Initiative	Swinburne University Australia, RSH Global Pvt Ltd India, Swinburne University Australia, Fujitsu General Australia Australia	3.4		3.4	13
11	7	MediaCom	Jahwa China, Queensland Government Australia, Hawaiian Airlines	3.9	Dilmah New Zealand	3.3	5
12	6	Madison Media	Marico India, Marico Media India	2.0		2.0	1
13	10=	Atomic 212	NT government Australia, Charles Darwin University Asia Pacific	1.5		1.5	3
14	8	Cummins&Partners	Jenny Craig Australia	0.8		0.8	2
15	10=	Essence	UpGrad India	0.5		0.5	2
16	13=	Blue 449	Dairy Brand Client	0.1		0.1	1
17	19	iProspect	PayPal India	0.3	Bank Client	-1.1	1
18	15	Dentsu Aegis Network		0.0	Tranportation Network Client	-1.5	0
19	56	Motivator		0.0	Honor India	-1.7	0
20	38	PHD	Al Alali UAE, Singapore Airlines Global, Bukalapak Indonesia, NZ Post New Zealand	5.4	Huawei China	-14.1	13
						124.7	402

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 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.