

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 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	Ogilvy	China Merchants Bank China Project , Sumitomo Denko website Japan Project , Danone Japan Co - Bio Restage Japan Project , Uber India India Project	33.8	L.P.N DEVELOPMENT Thailand	32.5	101
2	3	DDB	PlayStation Global, National Environment Agency (NEA) Singapore Project, Ninja Van Vietnam, Project X India	30.2		30.2	61
3	4	Publicis	OPPO China Project, GSK China, Liby China, Samsung SEA Singapore, Wyeth China Project	26.1	DS China	24.9	78
4	2	BBDO	Bumble India, Tennis Australia, Mercedes Benz China Retainer, Remy Martin China Project	24.8		24.8	39
5	5	Leo Burnett	Mondelez - New Innovation platform China Project, Orchard Business Road Association Singapore Project, Lazada Indonesia Project, Audi - Aftersales/2nd hand China	14.4	CCB China	13.9	64
6	6=	Saatchi & Saatchi	Yili- Shuhua milk China, SVW New car model (B-MPV) China, Whirlpool cooking China Project, Sands China Project	12.1	Mondelez India	12.1	28
7	8	Digitas	Marriot China Project, UnionPay China Project, L'Hotel Hong Kong Project, Cargill China Project	11.1		11.1	32
8	6=	Dentsu	Britannia Timepass India	12.1	Liby China	10.4	60
9	9	McCann Worldgroup	1010 Social Hong Kong Project, YILIGROUP China Project, CJ China Project, Skyworth TV China, MYNTRA India Project	10.6	AZ China Project	8.4	62
10	14	Wunderman Thompson	Nova Eyewear Solutions India, Nutralite India, Times Internet India, Globe Telecom (Prepaid) Philippines Project	8.0	Eucerin	7.5	51
11	10	TBWA	Hilton Hotels and Resorts Singapore, Singapore Airlines Global, Greenfields Indonesia, Hilton Singapore	5.5	AXA Korea	5.2	4
12	11	VMLY&R	Roewe China, Yida China Project, King Power Group Thailand Project, SAIC ROEWE China	4.6		4.5	38
13	19=	FCB	AB InBev Middle East region, Weltmeister China, Weltmeister - Retail Chain Phillinines California	4.7	GPI - Cavanders India	4.4	10
14	18	Havas Worldwide	FOX UAE Project, Dubai Sports City UAE Project, Citroën India, Skootr India Project	4.1		4.1	7
15	12	MullenLowe Group	HONOR India, Ruosh India, Medlife.com India, Britannia Timepass India	3.8		3.8	8
16	13	Isobar	Consumer Product Brand	8.1		3.6	59
17=	15	M&C Saatchi	RedBus Indonesia, Smartone Hong Kong, Tab Australia, the Australian Olympic Committee(AOC) Australia	3.1	CIMB Malaysia Project	3.0	5
17=	67	R/GA	UOB Singapore, Olam Singapore	3.0		3.0	2
19	16	Anomaly	Johnnie Walker Global	2.4		2.4	1
20	17	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	1.8		1.8	6
						237.4	794

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 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 New Zealand Australia, Hindware India, Oxfordcaps India, Ikea Indonesia, Rebisco Philippines	52.8	Ikea Indonesia Project	51.6	136
2	2	Wavemaker	Muthoot Fin Corp India, Carabao Dang Thailand, Huawei China, South East Auto China, South Australian Government Australia	31.5	Now TV Hong Kong	24.2	49
3	3	OMD	Yili China, Hun Li Ji China, K11 Musea Hong Kong Project, Dilmah New Zealand	25.4	MTRC Hong Kong	23.8	53
4	4	Spark Foundry	Encore Tissue Australia, Mr Chen's Australia, Beverage Brand Client	14.2		14.2	9
5	5	dentsu X	Automobile Company	8.7	Oriente Express Philippines	8.5	59
6	7	Universal McCann	Coty China, Estée Lauder Regional, Menulog ANZ, Zomato India, ABT Associates India	8.5	Zivame	8.4	13
7	9	Havas Media	Platinum Guild International China, Semir China, SPD credit card China, UnionPay China, CMC Markets Australia	6.9	Fico Cements Vietnam	6.7	20
8	6	Zenith	Apparel Group Australia Project, QBE Insurance Group Australia, WeWork China, Hong Kong, Taiwan AOR, Honor India Project	6.8	M1 Singapore	5.6	13
9	11	MediaCom	Allergan China, Huawei Technologies Co Ltd HongKong, Jahwa China, Queensland Government Australia, Hawaiian Airlines	6.9	Carnival Cruise Line Australia	4.7	15
10	10	Initiative	Carnival Cruise Line Australia, Swinburne University Australia, RSH Global Pvt Ltd India, Swinburne University Australia	4.9	Cancer Council NSW Australia	4.7	14
11	8	Vizeum	Lazada Limited Thailand Contract, Sino-Pacific Trading (Thailand) Co Ltd Thailand Contract, EASY BUY Public Company Limited Thailand Contract	5.3	Komoco Motors Pte Ltd Singapore	3.6	
12	12	Madison Media	Marico India, Marico Media India	2.0		2.0	1
13	13	Atomic 212	NT government Australia, Charles Darwin University Asia Pacific	1.5		1.5	3
14	14	Cummins&Partners	Jenny Craig Australia	0.8		0.8	2
15	15	Essence	UpGrad India	0.5		0.5	2
16	17	iProspect	PayPal India	0.3	Bank Client	-1.2	1
17	21	Carat	The South Australian Government	8.1	Kangshifu Drinks Investment (China) Co.	-1.2	47
18	18	Dentsu Aegis Network		0.0	Transportation Network Client	-1.5	0
19	19	Motivator		0.0	Honor India	-1.7	0
20	20	PHD	Al Alali UAE, Singapore Airlines Global, Bukalapak Indonesia, NZ Post New Zealand	8.3	Huawei China	-11.2	26
						140.3	468

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.