

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Jeju Shinwha World Korea Project, SingEx Venues Singapore, China Merchants Bank China Project, Sumitomo Denko website Japan Project	41.4	L.P.N DEVELOPMENT Thailand	40.1	134
2	2	DDB	Amway - Nutrilite China, B&D Group Australia, Daemyung Korea, PlayStation Global	36.0		36.0	84
3	3	Publicis	Nestle_Dairy Nesqino China, DS China, Alfa Romeo China, OPPO China Project, GSK China	31.1	DS China	30.0	99
4	4	BBDO	Grab Philippines, Halza Singapore, Bumble India, Tennis Australia, Mercedes Benz China Retainer	25.0		25.0	40
5	7	Digitas	Huawei China Project, SAIC China Project, Marriot China Project, UnionPay China Project	16.2		16.2	42
6	5	Leo Burnett	Yili-Amorosi China, Yili-Satine China, WATER QUALITY PERFECTION CO LTD Taiwan Project, Mondelez - New Innovation platform China Project	16.4	CCB China	16.0	78
7	6	Saatchi & Saatchi	Prayagh Nutri India, Casio India, Yili-Baby Milk China, Yili- Shuhua milk China, SVW New car model (B-MPV) China	13.5	Mondelez India	13.5	40
8	13	FCB	Alula infant milk powder Lactalis China, Flixonase (OTC) GSK China, AB Inbev (Beck's & Budweiser No alcohol beers) Middle East Region, Weltmeister China	12.2	GPI - Cavanders India	11.9	14
9	8	Dentsu	Britannia Timepass India	12.1	Liby China	10.4	60
10	12	VMLY&R	Samsung Mongolia Project, Big Bazaar India, SUD Life India, Roewe China, Yida China Project	9.0		9.0	49
11	10	Wunderman Thompson	Roadster India, Nova Eyewear Solutions India, Nutrilite India, Times Internet India, Globe Telecom (Prepaid) Philippines Project	8.2	Eucerin	7.5	57
12	9	McCann Worldgroup	1010 Social Hong Kong Project, YILIGROUP China Project, CJ China Project, Skyworth TV China, MYNTRA India Project	10.6	Amway - Nutrilite China	7.2	62
13	11	TBWA	Hilton Hotels and Resorts Singapore, Singapore Airlines Global, Greenfields Indonesia, Hilton Singapore	5.5	AXA Korea	5.2	4
14	15	MullenLowe Group	USV Private Limited India, Tata Motors' Altroz India, HONOR India, Ruosh India, Medlife.com India	4.9		4.9	11
15	14	Havas Worldwide	Mitsubishi Singapore, FOX UAE Project, Dubai Sports City UAE Project, Citroën India, Skootr India	4.3		4.3	8
16	17=	R/GA	Waco Japan Japan Project, Fanta India Jewelry China Project, UOB Singapore, Aluma Singapore	4.1		4.1	4
17	17=	M&C Saatchi	RedBus Indonesia, Smartone Hong Kong, Tab Australia, the Australian Olympic Committee(AOC) Australia	3.6	CIMB Malaysia Project	3.5	6
18	19	Anomaly	Johnnie Walker Global	2.4		2.4	1
19	23	The Monkeys	BCF Australia, Boats Camping Fishing Australia	2.0		2.0	3
20	20	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	1.8		1.8	6
						283.2	976

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 2019

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1	1	Mindshare	Volvo Dealers China Project, Udaan India, Mosons Extractions India, Tourism New Zealand Australia, Hindware India	56.9	IKEA Indonesia Project	55.7	152
2	3	OMD	Sumcorp Australia, Super Retail Group Australia, MTR Corporation Hong Kong, Yili China, Hun Li Ji	30.0	Pizza Hut Vietnam	29.0	58
3	2	Wavemaker	Enesis Group - Soffell Thailand, Chubb Insurance Thailand, Vespa Vietnam, Muthoot Fin Corp India, The Today Business Australia, PPG	35.6	OCBC Indonesia	28.2	69
4	4	Spark Foundry	Industries Australia, MGA Entertainment Australia, Encore Tissue Australia, Mr Chen's Australia	15.0		15.0	12
5	6	Universal McCann	YILI China Project, Kmart Australia, Coca Cola Australia, Coty China, Estée Lauder Regional	15.1	Zivame	14.9	28
6	5	dentsu X	Australia Post Australia, Automobile Company	9.0	Enesis Group - Soffell Thailand	8.6	60
7	-	Charm Group	Volkswagen Group China	7.5		7.5	1
8	7	Havas Media	Traveloka Indonesia Project, Gudang Garam Indonesia, 3 (three) Hutchison Indonesia, Platinum Guild International China, Semir China	7.6	Fico Cements Vietnam	7.5	34
9	8	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
10	10	Initiative	Carnival Cruise Line Australia, Swinburne University Australia, RSH Global Pvt Ltd India, Swinburne University Australia	5.1	Cancer Council NSW Australia	4.9	15
11	11	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	18
12	12	Madison Media	Marico India, Marico Media India	2.0		2.0	1
13	13	Atomic 212	Spirit of Tasmania Australia, NT government Australia, Charles Darwin University Asia Pacific	1.7		1.7	4
14	-	Ikon	Lindt Australia, Metagenics Australia	0.8	MGA Entertainment Australia	0.6	2
15	14	Cummins&Partners	Jenny Craig Australia	0.8	Allianz Australia	0.5	2
16	15	Essence	UpGrad India	0.5		0.5	2
17	-	Slingshot	Daikin Australia	0.3		0.3	1
18	-	Carat	The South Australian Government	8.1	Super Retail Group Australia	-2.2	47
19	9	MediaCom	ShareChat India, Allergan China, Huawei Technologies Co Ltd Hong Kong, Jiahua China	7.1	FAW-Volkswagen China	-5.0	16
20	20	PHD	Al Alali UAE, Singapore Airlines Global, Bukalapak Indonesia, NZ Post New Zealand	8.3	Huawei China	-11.1	27
						159.9	552

### 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.