

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	DDB	McDonald's India, Haier China, SEAT China	44.1		44.0	109
2	1	Ogilvy	Transport for NSW Road Safety Australia, Gore -Tex China Project, Lazada Philippines	43.9	L.P.N DEVELOPMENT Thailand	42.1	151
3	3	Publicis	Nike China, A2 China Project, Zee5 Domestic Business India	35.1	DS China	33.9	112
4	4	BBDO	Grab Philippines, Halza Singapore, Bumble India, Tennis Australia, Mercedes Benz China Retainer	25.3		25.3	41
5	6	Leo Burnett	Lincoln China, Audi Finance China, VW photo shooting China Project	20.7	CCB China	20.3	91
6	5	Digitas	Coke Thailand, Pernod Ricard China, Tencent China Project	19.0		19.0	50
7	9	Dentsu	Britannia Timepass India	18.6	Liby China	15.4	127
8	7	Saatchi & Saatchi	Prayagh Nutri India, Visit Victoria Australia, Lenovo China Project	15.3	Mondelez India	15.2	45
9	8	FCB	The Electoral Commission of New Zealand, Sharp Aquos Malaysia, RHB Premier Malaysia	12.1	GPI - Cavanders India	11.9	20
10	88	Isobar	Pfizer Taiwan Project, Mead Johnson Nutrition Taiwan, CTBC Bank Taiwan	19.2		11.2	129
11	10	VMLY&R	Samsung Mongolia Project, Big Bazaar India, SUD Life India, Roewe China, Yida China Project	9.0		9.0	49
12	12	McCann Worldgroup	H&M Taiwan Project, PMI Hong Kong Project, Hong Kong Land Philippines Project	12.5	Amway - Nutrilite China	8.3	84
13	11	Wunderman Thompson	Zee 5 India, One Plus India, Tata Metalics India Project	8.2	Eucerin	7.6	62
14	13	TBWA	Hilton Hotels and Resorts Singapore, Singapore Airlines Global, Greenfields Indonesia, Hilton Singapore	5.5	AXA Korea	5.1	4
15	14	MullenLowe Group	ZEE5 Partners Global, USV Private Limited India, Tata Motors' Altroz India	6.9		4.8	13
16	16	R/GA	MSD Japan Japan Project, Pandora Jewelry China Project, UOB Singapore, Olam Singapore	4.1		4.1	4
17	15	Havas Worldwide	Sydney Water Australia, PZ Cussons Australia, Shanghai Pudong Development Bank China Project	5.5		4.0	13
18	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
19	18	Anomaly	Johnnie Walker Global	2.4		2.4	1
20	19	The Monkeys	BCF Australia, Boats Camping Fishing Australia	2.0		2.0	3
						328.3	1,255

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	Ministry of Tourism India, General Mills China Digital Project, Toppr Technologies India	61.6	IKEA Indonesia Project	60.4	171
2	3	Wavemaker	Odisha Tourism India, AutoSports Australia, Australia Post Australia Media	36.8	OCBC Indonesia	28.9	80
3	2	OMD	Estee Lauder Companies Hong Kong, Suncorp Australia, Super Retail Group Australia	30.7	Pizza Hut Vietnam	28.0	60
4	5	Universal McCann	Mattel Europe, Asia, Africa, Coca Cola South Pacific, Slater & Gordon Australia	17.9	PPG Industries Inc. Australia	17.0	35
5	4	Spark Foundry	MGA Australia, The Today Business Australia, PPG Industries Australia, MGA Entertainment Australia, Encore Tissue Australia, Mr Chen's Australia	15.4		15.4	14
6	8	Havas Media	Changi Airport Group Singapore, Tinder India, Yes24 Korea	9.3	Fico Cements Vietnam	7.8	39
7	7	Charm Group	Volkswagen Group China, Chang Ba China	7.5		7.5	2
8	6	dentsu X	Australia Post Australia, Automobile Company	8.7	Enesis Group - Soffell Thailand	7.5	59
9	9	Zenith	Apparel Group Australia Project, QBE Insurance Group Australia, WeWork China, Hong Kong, Taiwan AOR, Honor India Project	7.0	M1 Singapore	5.2	15
10	10	MediaCom	Nature's Care China, ShareChat India, Allergan China, Huawei Technologies Co Ltd HongKong	7.2	Carnival Cruise Line Australia	5.0	17
11	11	Initiative	KPMG Australia, Carnival Cruise Line Australia, Swinburne University Australia, RSH Global Pvt Ltd India	5.4	Cancer Council NSW Australia	4.9	16
12	12	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	3.5	18
13	13	Madison Media	Marico India, Marico Media India	2.0		2.0	1
14	14	Atomic 212	Spirit of Tasmania Australia, NT government Australia, Charles Darwin University Asia Pacific	1.7		1.7	4
15	15	Ikon	Lindt Australia, Metagenics Australia	0.8	MGA Entertainment Australia	0.6	2
16=	16	Cummins&Partners	Jenny Craig Australia	0.8	Allianz Australia	0.5	2
16=	17	Essence	UpGrad India	0.5		0.5	2
16=	20	MediaHub	JWH Australia, CSR Australia	0.5		0.5	2
19	18	Slingshot	Daikin Australia	0.3		0.3	1
20	50	Publicis Beehive	Wellman India	0.2		0.2	1
						172.3	626

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.