

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	Mondelez Global, Nike Korea, Japan Airlines SEA	65.7	L.P.N DEVELOPMENT Thailand	63.7	199
3	1	DDB	Haier China, Yoobee New Zealand, Lumino New Zealand, Amway China Project	48.3		48.1	133
4	11	Wunderman Thompson	Friesland Campina Thailand, Dominos Pizza Malaysia, Siam Amazing Park Thailand	43.3	Eucerin	41.8	116
2	3	Publicis	Enovate China, Galderma China Project	42.5	DS China	41.4	158
7	6	Digitas	Mondelez Global, Huawei China Project, UBS China Project	31.5		31.5	67
5	5	Leo Burnett	CR Ng Fung China Project, Guotai Junan Hong Kong Project	26.2	CCB China	25.8	119
6	4	BBDO	Gumtree Australia, Grab Philippines, Halza Singapore, Bumble India, Tennis Australia, Mercedes Benz China	26.3	Fonterra Brands Australia	24.8	42
8	7	Dentsu	Britannia Timepass India, DoorDash Australia, Kokuyo Camlin India	21.3	Liby China	18.1	133
9	8	Saatchi & Saatchi	Prayagh Nutri India, Visit Victoria Australia, Lenovo thinkpad KV China Project	17.2	Mondelez India	17.2	56
10	9	FCB	Reliance Smart India, Property Development Client Malaysia	14.4	GPI - Cavanders India	14.1	27
11	12	McCann Worldgroup	NBA China, Fujifilm China Project, Infinitus China Project	16.7	Amway - Nutrilite China	11.8	127
12	10	Isobar	Pfizer Taiwan Project, Mead Johnson Nutrition Taiwan, CTBC Bank Taiwan	19.2	Unilever Cornetto China	10.9	129
13	15	Havas Worldwide	StockLandS Australia Project, AVIS Australia Project, PZ Cussons Australia Project	11.2		9.7	24
14	13	VMLY&R	Samsung Mongolia Project, Big Bazaar India, SUD Life India, Roewe China, Yida China Project	9.0	Bayer Korea	8.5	49
15	14	TBWA	IKEA Singapore, Fonterra Brands Australia, Singapore Airlines Global	7.8	Samsonite Malaysia	7.3	6
16	16	MullenLowe Group	Marico's Saffola India, ZEE5 Partners Global, USV Private Limited India	7.2		5.1	14
17	17	R/GA	Schroeders APAC, Pandora Jewelry China Project, UOB Singapore, Olam Singapore	4.9		4.9	5
18	18	M&C Saatchi	RedBus Indonesia, Smartone Hong Kong, Tab Australia, Multi Bintang Strongbow Indonesia Digital	3.9	CIMB Malaysia Project	3.8	8
19	19	ThinkerBell	Lion Australia, Royal Caribbean Cruises Australia	3.3		3.3	5
20	20	Anomaly	Johnnie Walker Global	2.4		2.4	1
						440.3	1,604

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	Dyson Global, Friesland Campina Malaysia, Insurance Awareness Committee India	70.7	Kellogg's Australia	69.0	209
2	2	Wavemaker	China Mobile, IG Markets Australia, Chubb Insurance Thailand	57.1	Vodafone Global	42.2	90
3	3	MediaCom	Sony Electronics China, Jollibee Philippines, GOQii's India Health Quiz	34.2	Skechers India	31.5	90
4	4	OMD	Sealy Australia, Skechers India, SNAP India	31.9	Pizza Hut Vietnam	29.1	68
5	5	denstu X	Oplus Mobitech India, Honda Cars, Oppo Mobiles India	23.9	Enesis Group - Soffell Thailand	21.8	188
6	6	Universal McCann	Mattel Europe, Asia, Africa, Coca Cola South Pacific, Saregama India, Netflix Philippines	20.1	PPG Industries Inc. Australia	18.6	38
7	7	Spark Foundry	MGA Australia, The Today Business Australia, Australian Unity Australia	15.6		15.6	15
8	9	Charm Group	Volkswagen Group China, Chang Ba China	12.5		12.5	3
9	8	Havas Media	Tripadvisor Global, Changi Airport Group Singapore, Tinder India, Yes24 Korea	11.5	Fico Cements Vietnam	9.9	40
10	13	Carat	Vodafone Global, The South Australian Government	19.4	Super Retail Group Australia	7.7	92
11	12	Initiative	LEGO Australia, Deliveroo Gbl ex UK, Geek2U Australia	8.6	Cancer Council NSW Australia	7.3	35
12	10	Zenith	H&M Australia, Alt Balaji India, The Lux Group Australia Project	8.6	M1 Singapore	6.6	24
13	11	Vizeum	Lazada Limited Thailand Contract, Sino-Pacific Trading (Thailand) Co Ltd Thailand Contract, EASY BUY Public Company Limited Thailand Contract	6.0	Komoco Motors Pte Ltd Singapore	4.2	35
14	14	Madison Media	Racetrack.ai India, Marico Media India	2.3		2.3	2
15	15	Atomic 212	Greater Bank Australia, Spirit of Tasmania Australia, NT government Australia	2.0		2.0	5
16	16	Starcom	Zivame, Novartis Global, Medlife India, Mobile Premier League India	7.1	Kicks	1.1	13
17	17	Ikon	Lindt Australia, Metagenics Australia	0.8	MGA Entertainment Australia	0.6	2
18=	18=	Cummins&Partners	Jenny Craig Australia	0.8	Allianz Australia	0.5	2
18=	18=	Essence	UpGrad India	0.5		0.5	2
18=	18=	MediaHub	JWH Australia, CSR Australia	0.5		0.5	2
						246.5	991

### 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.