

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Sep 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	MCCY Singapore, Lego Japan K.K, Soyoung Taiwan	71.0	L.P.N Development Thailand	69.1	214
2	3	DDB	Dairy Farm Asia Pacific, Gardens by the Bay Singapore, BMW Singapore	55.9		55.7	153
3	4	Wunderman Thompson	Residency India, Tata - Metaliks India Project	49.2	Eucerin	47.7	150
4	2	Publicis	Nestle China Project, British Motor Hong Kong Project, USTRAA India Project	43.8	DS China	42.6	165
5	7	Digitas	UBS China Project, Elion China Project, Huawei China Project	32.6		32.6	75
6	8	Dentsu	Britannia Timepass India, DoorDash Australia, Kokuyo Camlin India	33.9	Liby China	30.7	255
7	5	Leo Burnett	ChungHwa Telecom Taiwan Project, Airtel India, 91 Street Media India	28.3	BMW Singapore	27.6	125
8	6	BBDO	Gumtree Australia, Grab Philippines, Halza Singapore, Bumble India, Tennis Australia, Mercedes Benz China	26.3	Fonterra Brands Australia	24.8	42
9	9	Saatchi & Saatchi	Yili Baby milk China, Bergner Impex India	18.4	Mondelez India	18.3	58
10	11	McCann Worldgroup	Infinitus China Project, Ferrero China Project, Cosmo Lady China Project	19.7	Amway - Nutrilite China	14.8	161
11	10	FCB	DARLIE Malaysia, Reliance Smart India, Property Development Client Malaysia	14.9	GPI - Cavanders India	14.6	28
12	13	Havas Worldwide	Vinda Marketing Malaysia Project, Study Loans Australia Project	12.4		10.9	27
13	12	Isobar	Pfizer Taiwan Project, Mead Johnson Nutrition Taiwan, CTBC Bank Taiwan	19.2	Unilever Cornetto China	10.9	129
14	14	VMLY&R	Samsung Mongolia Project, Big Bazaar India, SUD Life India, Roewe China, Yida China Project	9.0	Bayer Korea	8.5	49
15	15	TBWA	IKEA Singapore, Optus roster Australia, Great Northern Australia	8.8	Samsonite Malaysia	8.3	8
16	18	M&C Saatchi	Lafz Bangladesh & Indonesia, Realme India Project, Thao Dien Investments Vietnam	6.9	CIMB Malaysia Project	6.8	18
17	16	MullenLowe Group	Marico's Saffola India, ZEE5 Partners Global, USV Private Limited India	7.2	91 Street Media Technologies India	5.1	14
18	17	R/GA	Schroeders APAC, Pandora Jewelry China Project, UOB Singapore, Olam Singapore	4.9		4.9	5
19	-	Channel T	Dulux Trade & Consumer activation, Victorian State Government Rural and Regional Victoria	3.9		3.9	8
20	19	ThinkerBell	Lion Australia, Royal Caribbean Cruises Australia	3.3		3.3	5
						489.1	1,884

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Royal Caribbean Cruises China , RedBus.com India, LINE Today Taiwan Project	75.6	Kellogg's Australia	72.8	225
2	2	Wavemaker	China Mobile, IG Markets Australia, Chubb Insurance Thailand	57.1	Alaska/Friesland Campina Philippines	37.7	90
3	4	OMD	Australian Turf Club Australia, Hive and Wellness Australia, Aurelia India	39.3	Pizza Hut Vietnam	34.8	76
4	3	MediaCom	Sony Electronics China, Jollibee Philippines, GOQii's India Health Quiz	34.2	Skechers India	31.2	90
5	6	Universal McCann	Optus Australia, Amway Japan, David Jones Australia	30.6	PPG Industries Inc. Australia	28.9	57
6	5	denstu X	Oplus Mobitech India, Honda Cars, Oppo Mobiles India	23.9	Enesis Group - Soffell Thailand	21.8	188
7	7	Spark Foundry	Alaska/Friesland Campina Philippines, MGA Australia, The Today Business Australia	16.1		16.1	16
8	9	Havas Media	Lee Kum Kee China, Puma China, Hang Seng Bank China	16.4	Fico Cements Vietnam	14.8	48
9	8	Charm Group	Volkswagen Group China, Chang Ba China	12.5		12.5	3
10	11	Initiative	KTb Thailand, 1MG Technologies India, Bausch & Lomb Thailand	10.6	Maxis Malaysia	6.9	47
11	12	Zenith	WeWork India, H&M Australia, Alt Balaji India, The Lux Group Australia Project	8.7	M1 Singapore	6.8	25
12	13	Vizeum	TC Pharmaceutical Thailand, Government Housing Bank Thailand Project	7.8	Komoco Motors Pte Ltd Singapore	6.0	66
13	10	Carat	Vodafone Global, The South Australian Government	23.5	Royal Caribbean Cruises China	5.0	146
14	16	Starcom	Maxis Malaysia, Ferrero APAC(8 Markets), Telenor Pakistan, Myanmar	11.7	Kicks	2.7	16
15	14	Madison Media	Racetrack.ai India, Marico Media India	2.3		2.3	2
16	15	Atomic 212	Greater Bank Australia, Spirit of Tasmania Australia, NT government Australia	2.0		2.0	5
17	18=	MediaHub	PGH bricks and pavers Australia, JWH Group Australia, Budget Car Rental (WA) Australia	1.3		1.3	5
18	17	Ikon	Lindt Australia, Metagenics Australia	0.8	MGA Entertainment Australia	0.6	2
19=	18=	Cummins&Partners	Jenny Craig Australia	0.8	Allianz Australia	0.5	2
19=	18=	Essence	UpGrad India	0.5		0.5	2
						264.5	1,147

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.