

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 2021

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	World of Hyatt Global , Lesso China, Semir Garment China	47.5		47.5	239
2	2	Leo Burnett	Infiniti Japan Project, SAIC R-Car China, Huaxia Bank Credit Card Centre China Project	38.7	Fortis Healthcare India	37.8	86
3	3	Wunderman Thompson	Project Management Institute Singapore, Richemont China, Shanghai Guangming China	19.0		19.0	80
4	4	DDB	Mekeni Food Corporation Philippines, Proximo Australia, New Balance Australia	16.1		16.1	72
5	15	Grey Group	Ooredoo Qatar Project, Dole Food Company Singapore Project	13.7		13.7	43
6	6	McCann Worldgroup	SGM China, Livat China Project, Rural Bank China	13.0		13.0	36
7	5	Publicis	Asiamiles Hong Kong Project, Kalpataru Builders India	12.8		11.8	43
8	8	Dentsu	Geely China Project, Nintendo Switch China Project, Sitrana China Project	11.8	United Airlines Global	10.8	46
9	7	VMLY&R	PGI India, Prudential Indonesia Project, Carsome Indonesia Project	12.7	LG TVs Global	10.3	91
10	9	BBDO	Anta & Anta Kids China, Tripartite Alliance Singapore Project	9.1		9.1	38
11	10	ThinkerBell	Ladbrokes Australia, Repco ANZ, ME Bank Australia Project, B&D Australia Project	8.4		8.4	16
12	11	Havas Worldwide	MIDEA China Project, P&G China Project, STARBUCKS China	8.3		8.3	38
13	12	Digitas	Honor China Project, Pan Pacific / Parkroyal Hotels Global CRM, Genesis China Project	7.0		7.0	23
14	27	Special Group	ANZ Bank ANZ	6.5		6.5	4
15	-	Accenture Interactive	Jaguar Land Rover Global	4.0		4.0	1
16	-	BMF	Sydney Morning Herald Australia, The Age Australia, Petbarn Australia	3.5		3.5	5
17	13	MullenLowe Group	MFine India, Citibank Singapore, OKCredit India	3.3		3.3	17
18	14	Sapient	Alfa Romeo China, SCHUCO China, NBA China Project	2.9		2.9	9
19	-	72andSunny	Johnnie Walker SEA, United Airlines Global	2.8		2.8	2
20	19	Wondrlab	Bajaj Auto Ltd India Project, SPotify India Project	2.7		2.7	31
2021 (Jan-Apr):						261.6	1,032
2020 (Jan-Apr):						212.6	808
YoY Comparison:						23.1%	27.7%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 2021

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	Zenith	Pet Culture Australia, BAIC China, Carsome India, DTWelve Spaces	33.7	Techcombank Vietnam	29.1	19
2	-	Publicis Groupe	Stellantis Global	24.0		24.0	1
3	2	PHD	Audi China, IKEA Malaysia, Vietnam, Thailand, Singapore, Philippines, Subway APAC	23.3		23.3	25
4	3	Wavemaker	IM Motors China, Cindy Chao China	18.7	South Australia Tourism Australia	16.8	56
5	4	Carat	South Australia Tourism Australia, Mengniu Dairy China, SRC Indonesia Sembilan Indonesia	13.7	Diageo Korea	12.2	50
6	5	OMD	LAZADA Philippines, Country Delight India, SIMBALION Taiwan	12.3	Eastspring Thailand	11.9	29
7	6	Universal McCann	Abbott Nutrition China, CDO Philippines, Game Bean Taiwan Project	7.8		7.8	17
8	7	Havas Media	Hamdard(Offline) India, Laboratoires Filorga Global, Breitling China	7.1	LBC Philippines	6.0	16
9	8	Spark Foundry	Toyota Australia, Alibaba Cloud China Project, Brown Forman SEA	4.3		4.2	8
10	9	Initiative	Taisho Indonesia, Cred India, Plush Sofas Australia, Asiatic Agro Thailand	4.2	Hamdard(Offline) India	2.8	16
11	10	Dentsu X	Japan Tobacco International Indonesia, wanglaoji herbal tea China Project	2.5		2.5	37
12	18	MediaCom	Febreze Korea, Saridon India, Flyadeal Saudi Arabia, Longi China, Ecco China	4.8	Breitling China	1.1	9
13	11	Pivotus	Australian Building Company Queensland, Snap Fitness ANZ	0.7		0.7	2
14	-	Ryvalmedia	MYOB Australia	0.3		0.3	1
15	12	Performics Mercerbell	Prezzee Australia, New England High Country (Inverell Shire) Australia Project	0.2		0.2	4
16	13	Bohemia	Chemist2U Australia	0.2		0.2	1
17	14	Resolution Digital	Victoria University Australia	0.2		0.2	1
18	15	m/SIX	Noise India	0.2		0.2	1
19	-	H&S	Icebreaker New Zealand	0.1		0.1	1
20	16	Mediahub		0.0	TK Maxx Australia	-0.3	0

2021 (Jan-Apr):	130.0	357
2020 (Jan-Apr):	169.3	347
YoY Comparison:	-23.2%	2.9%

2021 Creative & Media (Jan-Apr):	391.6	1,389
2020 Creative & Media (Jan-Apr):	381.8	1,155
YoY Comparison:	2.6%	20.3%

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.