

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Singapore Police Force Singapore, Yokogawa Singapore, Semir Garment China	56.1		56.1	286
2	2	Leo Burnett	Infiniti Japan Project, Jidu Auto China Project, Infiniti China Project	43.7	Fortis Healthcare India	42.8	98
3	3	Wunderman Thompson	Dell (Production) India, Innoviti Payment Solutions India, Biofi India	28.0		28.0	122
4	4	DDB	Mekeni Food Corporation Philippines, Proximo Australia, New Balance Australia	16.1		16.1	72
5	8	Dentsu	Geely China Project, Nintendo Switch China Project, VW, Audi SUVs China	16.1	United Airlines Global	15.1	48
6	10	BBDO	Audi Singapore, Hennessy China Project, Lead Construction Korea Project	14.3		14.3	63
7	5	Grey Group	E Learning China Project, Ooredoo Qatar, Tencent China Project	14.1		14.1	46
8	6	McCann Worldgroup	Farfetch China Project, Red Fiber Broadband Philippines Project	13.4		13.4	42
9	9	VMLY&R	Pizza Hut Australia, Colgate Singapore Project, Top Solvent Thailand	14.4	LG TVs Global	12.0	107
10	7	Publicis	Asiamiles Hong Kong Project, Kalpataru Builders India	12.8		11.8	45
11	12	Havas Worldwide	Cadila Healthcare India Project, Gillette India Digital, Dabur Dant Rakshak India	10.1		10.1	44
12	11	ThinkerBell	REA Australia Project, Australia Ballet Australia Project, Cerebral Palsy Australia Australia Project	9.0		9.0	19
13	13	Digitas	Arrow Electronics Singapore, Mercedes-Benz China Project	7.4		7.4	26
14	14	Special Group	ANZ Bank ANZ	6.5		6.5	4
15	26	M&C Saatchi	MOKA Indonesia Project, Accor India, Henderson Land Hong Kong Project	4.9		4.4	30
16	15	Accenture Interactive	Jaguar Land Rover Global	4.0		4.0	1
17	16	BMF	Sydney Morning Herald Australia, The Age Australia, Petbarn Australia	3.5		3.5	5
18	17	MullenLowe Group	MFine India, Citibank Singapore, OKCredit India	3.3		3.3	17
19	18	Sapient	Alfa Romeo China, SCHUCO China, NBA China Project	2.9		2.9	9
20	19	72andSunny	Johnnie Walker SEA, United Airlines Global	2.8		2.8	2
2021 (Jan-May):						311.5	1,248
2020 (Jan-May):						245.5	963
YoY Comparison:						26.9%	29.6%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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, DTWelve Spaces	33.7	Techcombank Vietnam	29.2	20
2	4	Wavemaker	L'Oréal India, JD.com Planning China, Lixiang Performance China	29.0	South Australia Tourism Australia	26.7	67
3	3	PHD	Servicenow APAC, Paragon Tech Malaysia, Lead School India	25.5		25.5	32
4	2	Publicis Media	Stellantis Global	24.0		24.0	1
5	6	OMD	Philips Global, Canva Australia, Royal Philips China	17.5	Eastspring Thailand	15.5	37
6	5	Carat	General Motors Specialty Vehicles Australia, South Australia Tourism Australia, Mengniu Dairy China	14.4	Curtin University Australia	9.8	52
7	7	Universal McCann	Abbott Nutrition China, CDO Philippines, Game Bean Taiwan Project	7.8		7.8	17
8	8	Havas Media	OZiva India, Link Aja Indonesia(Offline), Wuling Motors Indonesia	8.6	LBC Philippines	7.5	22
9	10	Initiative	Cigna Global, Line Shopping Thailand Project, Taisho Indonesia, Cred India, Plush Sofas Australia	7.6	Hamdard(Offline) India	6.2	25
10	9	Spark Foundry	Toyota Australia, Alibaba Cloud China Project, Brown Forman SEA	4.3		4.2	8
11	11	Dentsu X	Japan Tobacco International Indonesia, wanglaoji herbal tea China Project	2.5		2.3	37
12	12	MediaCom	Ozone India, Bayer Consumer Health India, Febreze Korea, Saridon India	5.5	Breitling China	1.8	13
13	13	Pivotus	Australian Building Company Queensland, Snap Fitness ANZ	0.7		0.7	2
14	-	Match & Wood	Curtin University Australia	0.3		0.3	2
15	14	Ryvalmedia	MYOB Australia	0.3		0.3	1
16	-	CHE Proximity	MyState Bank Australia	0.3		0.3	1
17	15	Performics Mercerbell	Prezzee Australia, New England High Country (Inverell Shire) Australia Project	0.2		0.2	4
18	16	Bohemia	Chemist2U Australia	0.2		0.2	1
19	-	Agnes Media	Zolo Australia	0.2		0.2	1
20	17	Resolution Digital	Victoria University Australia	0.2		0.2	1

2021 (Jan-May):	149.4	419
2020 (Jan-May):	180.0	411
YoY Comparison:	-17.0%	1.9%

2021 Creative & Media (Jan-May):	460.9	1,667
2020 Creative & Media (Jan-May):	425.5	1,374
YoY Comparison:	8.3%	21.3%

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.