



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2022

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	Nippon Paint Holdings China, Huawei China, Bank of China	23.2	Siemens Global	22.2	113
2	5	DDB	DoorDash Australia, Airtel India Project, Oron Australia	11.9		11.9	20
3	17	BBH	Singapore Tourism Singapore	9.2		9.2	1
4	7	BBDO	EBM Insurance Australia, Budweiser China project	6.5		6.5	17
5	13	M&C Saatchi Group	TikTok Indonesia Project, Shareit Global India Project, Lancar by Danamas Indonesia Project	1.6		1.6	8
6	11	Saatchi & Saatchi	Siemens Global	1.0		1.0	1
7	26	Wondrlab	Everest India, Spotify India, Times of India	0.9		0.9	19
8	4	Wunderman Thompson	LAUNCHMYCAREER India, HSBC India Project, Hero Electric India	0.8		0.8	12
9	87	The Royals	Deliveroo Australia, SmartPay Australia, Guide Dogs Australia	0.5		0.5	4
10	25	Kinnect	Berger Paints India, DSM Group India, Birla IVF & Fertility India	0.3		0.3	4
11	15	Grey Group	Hong Leong Group Hong Kong, Qatar Rail Qatar	0.2		0.2	2
12	18	ThinkerBell	Airtasker Australia, Teach for Australia, SOFA Australia	0.2	Guide Dogs Australia	0.2	4
13	12	Publicis		0.0	Auto Client	-0.6	0
14	2	VMLY&R	Boonthavorn Thailand Project, ITC India, TTK India	0.8	Singapore Tourism Singapore	(8.4)	17

2022 (Jan):	46.2	222
2021 (Jan):	56.5	255
YoY Comparison:	-18.2%	-12.9%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2022

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 China, Britannia India, Zegna China	26.4	Danamon Indonesia	25.0	26
2	6	Zenith	Singapore Tourism Board Singapore	5.2		5.2	1
3	4	PHD	Chanel China, Chanel Hong Kong Project, Paragon Indonesia Digital	4.4		4.4	8
4	-	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2
5	5	OMD	L'Oreal Hong Kong Project, Te Pukenga New Zealand, Danamon Indonesia	1.9		1.9	9
6	2	MediaCom	Vinamilk Vietnam Planning & Digital, Raise Financial Services	1.7	Pizza Hut Indonesia Digital	1.5	5
7	26	Ryvalmedia	Bet365 Digital Australia, Live Nation Australia, New Era Australia	1.0		1.0	9
8	-	Hearts & Science	Superloop Australia Project	0.2		0.2	2
9	21	Media Kinnect	Turtlemint India	0.0		0.0	1
10	-	DRUM	ANZ New Zealand Projects, James Hardie New Zealand Projects, Bunnings New Zealand Projects	0.0		0.0	7
11	25	Hearts & Science		0.0	Blackmores Australia	-0.6	0
12	18	m/SIX		0.0	NUTIFOOD Vietnam	-0.9	0
13	3	Wavemaker	Paytm India, Sharekhan (Digital/Content) India Project, UNICEF (Offline) India Project	1.1	Chanel China	-2.1	6
14	19	Starcom		0.0	Singapore Tourism Board Singapore	-5.2	0

2022 (Jan):	32.5	76
2021 (Jan):	28.7	86
YoY Comparison:	13.3%	-11.6%

2022 Creative & Media (Jan):	78.7	298
2021 Creative & Media (Jan):	85.1	341
YoY Comparison:	-7.6%	-12.6%

### 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.