



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jun 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	Aureus Academy Singapore, China Energy Engineering Corp China, Dongpeng Group China	52.4	Siemens Global	51.3	300	
2	3	DDB	DOH Philippines Project, BANGCHAK CORPORATION (ENERGY) Thailand Project	34.2	DON Smallgoods Australia	31.6	125	
3	2	Wunderman Thompson	Msc Pfizer India, The Macallan, Famous Grouse Global CRM, Monster.com India	29.4		29.4	156	
4	4	VMLY&R	Thai Oil Thailand Project, Baby Love Thailand Project, Acne Squad India Project	26.5		26.5	79	
5	7	Dentsu	Watson's Personal Care Stores Taiwan, Honda Vietnam Co., Ltd. Vietnam Project, Chowking Food Corp. Philippines	20.4		20.1	253	
6	6	Havas Worldwide	Bosch India Project, Oplus Mobitech India Project, SEB India Project	17.3		17.3	42	
7	5	M&C Saatchi Group	Jimmy Brings Australia Project, AUIB Iraq	14.8		14.8	39	
8	8	McCann Worldgroup	Jack Wolfskin China Project, Ajo Retail India, Dyson China Project	13.2		13.2	52	
9	9	BBH	Moonton Technology Co. Ltd. China Project	9.8		9.8	3	
10	10	R/GA	GM (Luxury Division) China, McDonald's Australia	7.4		7.4	15	
11	11	BBDO	Tourism Thai Social Campaign Thailand Project, Dito Philippines, Pepsi CNY Campaign China Project	8.9	Aleve Global	6.4	53	
12	15	Isobar	PepsiCo, Inc., FWD Group Singapore Project, Taiwan Shiseido	6.1		6.1	68	
13	12	Grey Group	Scentre Group Australia, PlanPay Australia, The Field Australia	4.6		4.6	18	
14	13	Wondrialb	Sky Gate Hospitality India, Emami Ltd India, Mediatek Inc India Project	4.3		4.3	109	
15	22	It's Friday	Domino's Australia, Colonial First State Australia	3.7		3.7	2	
16	14	Mullenlowe Group	Aleve Global, BuyersBuyers Australia, Austrade Global	3.5		3.5	7	
17	16	Cummins & Partners	Godfreys Australia, Saporro Australia, Adore Beauty Australia	2.8		2.3	14	
18	17	Apparent	Brickfit Australia, Enablo Australia, Nurio.io Australia Digital	2.1		2.1	11	
19	18	One Green Bean	J&J hair and skin care brands Australia "content"	2.0		2.0	1	
20	24	Leo Burnett	FrieslandCampina Malaysia, LazyPay India	2.1		1.5	4	
						2022 (Jan-Jun):	276.6	1,476
						2021 (Jan-Jun):	374.0	1,521
						YoY Comparison:	-26.1%	-3.0%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jun 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	2	Mindshare	Master Kong China, Heineken China Planning, Dah Sing Bank Hong Kong	52.9	PepsiCo China	31.0	114	
2	1	Zenith	Berli Jucker Public Company Thailand Project, Homelane India, Huawei China Project	29.5		29.2	13	
3	4	PHD	Vitasoy China, Indosat Indonesia, Didi China	16.6	Mailchimp Australia	15.3	30	
4	3	Wavemaker	Under Armour (ecommerce) China, TMBThanachart Bank Thailand, Jenius Bank, BTPN Indonesia	23.1	Acko Life Insurance India	14.5	49	
5	6	Havas Media	Fiji Airways Australia, New Zealand, China, Japan and the US, LKK China	10.0		10.0	28	
6	5	OMD	Unilab Philippines, Digiads Indonesia	10.5		9.5	44	
7	9	Dentsu X	Tata 1MG Technologies Pvt Ltd India, Bosch Limited India	7.6		7.6	109	
8	17	Initiative	ITC Limited India, ESPRIT China, Hong Kong, Taiwan, Korea, Singapore, Philippines	5.4	Carnival Corporation Australia	5.1	21	
9	11	iProspect	Lenovo Indonesia Indonesia, PT Nipsea Paint and Chemicals Indonesia	5.7		5.0	92	
10	7	MediaCom	Organon China, KSA Ministry of Culture SaudiArabia	9.7	Pizza Hut Indonesia Digital	4.9	44	
11	8	Dentsu	Lenovo Global	5.0	Masan Consumer Vietnam	3.9	1	
12	15	Carat	Procter & Gamble Trading (Thailand), Lenovo (KR) Limited Korea	6.7	Bet365	3.4	81	
13	10	Ryvalmedia	ergoPouch Australia, Manniax Australia, Cardiotech Australia	3.2		3.2	33	
14	12	Universal McCann	Wealth Navi Japan, tourism promotions board philippines Project	2.5		2.5	10	
15	13	Resolution Digital	Suncorp Australia, TNA Solutions Australia Project	2.4		2.4	31	
16	-	Performics	Mondelez International India, Lenskart India	2.3		2.3	9	
17	14	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2	
18	16	Omnicom Media Group	Unilab Philippines	1.5	Valvoline India	1.5	1	
19	19	Mediahub	Arla Foods Australia, AHI Carrier Australia	1.2		1.2	3	
20	18	Logicserve Digital	Goel India, Skinq India, Google India	0.8	Valvoline India	0.8	31	
						2022 (Jan-Jun):	156.9	787
						2021 (Jan-Jun):	183.4	599
						YoY Comparison:	-14.4%	31.4%
						2022 Creative & Media (Jan-Jun):	433.5	2,263
						2021 Creative & Media (Jan-Jun):	557.4	2,120
						YoY Comparison:	-22.2%	6.7%

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 Apr keting ROI.