



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jul 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	HK Polytechnic University Hong Kong, Hugel Korea, Ministry of Communications & Information Singapore Singapore	55.5	Siemens Global	54.4	332	
2	2	DDB	Aptamil Hong Kong, MaoPu (Chinese White Wine) China Project	40.3	DON Smallgoods Australia	37.8	139	
3	3	Wunderman Thompson	Msc Pfizer India, The Macallan, Famous Grouse Global CRM, Monster.com India	29.4		29.4	156	
4	4	VMLY&R	Galderma Thailand Project, QSR Brands for KFC Malaysia Project, Thai Oil Thailand Project	27.3		27.3	85	
5	5	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	Apex Avis Budget Australia, Banking Circle Group Singapore, ECSO Global Pvt Ltd India Project	19.9		19.9	50	
7	11	BBDO	BMW China, Wacoal Japan Project, Medibank Australia	18.2	Aleve Global	15.7	68	
8	29	Saatchi & Saatchi	Siemens Global, Medecins Sans Frontieres Australia	16.9		15.3	56	
9	7	M&C Saatchi Group	Jimmy Brings Australia Project, AUIB Iraq	14.8		14.8	39	
10	8	McCann Worldgroup	Okada Manila Philippines Project, TaoBao China Project	14.6		14.6	62	
11	20	Leo Burnett	PepsiCo brands India, FrieslandCampina Malaysia, LazyPay India	12.3		11.7	46	
12	9	BBH	Roposo India, Moonton Technology Co. Ltd. China Project	10.9		10.9	7	
13	10	R/GA	GM (Luxury Division) China, McDonald's Australia	7.4		7.4	15	
14	12	Isobar	PepsiCo, Inc., FWD Group Singapore Project, Taiwan Shiseido	6.1		6.1	68	
15	26	Publicis Worldwide	Ferrero Philippines, Carlsberg Vietnam	5.0		5.0	23	
16	-	Smith St	Coles Supermarkets Australia	5.0		5.0	1	
17	27	Digitas	Marvel Realtors India, Pfizer	4.9		4.9	21	
18	13	Grey Group	Scentre Group Australia, PlanPay Australia, The Field Australia	4.6		4.6	18	
19	14	Wondrialb	Quiz Master India, Food Service India Pvt Ltd India Project	4.6		4.6	130	
20	16	Mullenlowe Group	The South West Edge Australia	4.0		4.0	8	
						2022 (Jan-Jul):	349.5	1,766
						2021 (Jan-Jul):	433.2	1,772
						YoY Comparison:	-19.3%	-0.3%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jul 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	Zenith	Berli Jucker Public Company Thailand Project, Homelane India, Huawei China Project	37.2		36.7	46
2	1	Mindshare	Nestle Vietnam, MTR Corporation Hong Kong, SBI Life India Offline	58.1	PepsiCo China	27.2	131
3	31	Starcom	Lenovo Group China, GlaxoSmithKline Malaysia	23.3	Kering Group Thailand	22.8	37
4	3	PHD	Indosat Indonesia, Vitasoy China, Indosat Indonesia, Didi China	19.2	Mailchimp Australia	17.5	37
5	4	Wavemaker	Truecaller India, Indonesia, Malaysia, OCBC Bank Singapore	27.7	Acko Life Insurance India	17.0	63
6	6	OMD	NSW Government Australia, Coles Australia	18.2		15.0	53
7	8	Initiative	Nike Global, Bank of Queensland Australia	12.6	Carnival Corporation Australia	12.3	25
8	5	Havas Media	Firebolt India, Lee Kum Kee China, Kajaria India	11.7		11.7	32
9	16	Performics	TikTok India, Mondelez International India, Lenskart India	8.7		8.7	37
10	7	Dentsu X	Tata 1MG Technologies Pvt Ltd India, Bosch Limited India	7.6		7.6	109
11	10	MediaCom	Fortune Pharmacy Hong Kong, Streamline China, Diptyque Hong Kong	9.8	Pizza Hut Indonesia Digital	6.6	47
12	9	iProspect	Lenovo Indonesia Indonesia, PT Nipsea Paint and Chemicals Indonesia	5.7		5.0	92
13	11	Dentsu	Lenovo Global, Tata 1mg India	5.3	Masan Consumer Vietnam	3.5	2
14	13	Ryvalmedia	ergoPouch Australia, ManniAx Australia, Cardiotech Australia	3.2		3.2	33
15	12	Carat	Procter & Gamble Trading (Thailand), Lenovo (KR) Limited Korea	6.7	Bet365	2.9	81
16	14	Universal McCann	Wealth Navi Japan, tourism promotions board philippines Project	2.5		2.5	10
17	15	Resolution Digital	Suncorp Australia, TNA Solutions Australia Project	2.4		2.4	31
18	17	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2
19	29	Atomic 212	Origin Energy Australia, Salesforce (Digital Media & SEO) APAC	2.1		1.9	6
20	19	Mediahub	Arla Foods Australia, AHI Carrier Australia	1.2		1.2	3

2022 (Jan-Jul):	206.9	968
2021 (Jan-Jul):	212.4	683
YoY Comparison:	-2.6%	41.7%

2022 Creative & Media (Jan-Jul):	556.3	2,734
2021 Creative & Media (Jan-Jul):	645.6	2,455
YoY Comparison:	-13.8%	11.4%

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.