



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	BPJS Jamsostek Indonesia, HK Polytechnic University Hong Kong, Hugel Korea	57.9	Siemens Global	56.8	337	
2	2	DDB	MaoPu (Chinese White Wine) China Project, BOC: Brand Campaign Hong Kong Project	41.9		39.9	148	
3	3	Wunderman Thompson	Halidrams India, Integrated Health Information Systems Pte. Ltd. India, Msc Pfizer India, The Macallan	31.0		31.0	167	
4	4	VMLY&R	Galderma ABO Thailand Project, Spotify India, Garnier - L'Oreal Vietnam (digital) Vietnam Project	30.1		30.1	96	
5	6	Havas Worldwide	ViiV Healthcare Global, BurgerKing India, Stashfin India Project	20.8		20.8	53	
6	5	Dentsu	Revo Fitness Australia, Watson's Personal Care Stores Taiwan, Honda Vietnam Co., Ltd. Vietnam Project	20.9		20.6	254	
7	7	BBDO	Brown Forman Asia, Honda Motorcycle Thailand, Kyocera Japan Project	21.7	Aleve Global	19.2	82	
8	10	McCann Worldgroup	New South Group China Project, MINISO China Project, PatPat China Project	16.6		16.6	76	
9	9	M&C Saatchi Group	Jimmy Brings Australia Project, AUIB Iraq	16.9		16.4	52	
10	8	Saatchi & Saatchi	Akasa Air India, Siemens Global, Medecins Sans Frontieres Australia	17.4		15.8	57	
11	11	Leo Burnett	PepsiCo brands India, FrieslandCampina Malaysia, LazyPay India	12.3		11.7	46	
12	12	BBH	Roposo India, Moonton Technology Co. Ltd. China Project	10.9		10.9	7	
13	13	R/GA	GM (Luxury Division) China, McDonald's Australia	7.4		7.4	15	
14	17	Digitas	Crocs Global, Marvel Realtors India, Pfizer	6.6		6.6	22	
15	14	Isobar	PepsiCo, Inc., FWD Group Singapore Project, Taiwan Shiseido	6.1		6.1	68	
16	15	Publicis Worldwide	Ferrero Philippines, Carlsberg Vietnam	5.0		5.0	23	
17	16	Smith St	Coles Supermarkets Australia	5.0		5.0	1	
18	19	Wondrialb	Eicher Motors (Royal Enfield) India Project, PTC India Limited India Project, United Breweries Limited India Project	4.8		4.8	136	
19	18	Grey Group	Scentre Group Australia, PlanPay Australia, The Field Australia	4.6		4.6	18	
20	20	Mullenlowe Group	The South West Edge Australia	4.0		4.0	8	
						2022 (Jan-Aug):	368.8	1,879
						2021 (Jan-Aug):	468.4	1,932
						YoY Comparison:	-21.3%	-2.7%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	Zenith	Berli Jucker Public Company Thailand Project, Homelane India, Huawei China Project	37.2		36.7	46	
2	5	Wavemaker	Mondelez APAC, Leapmotor China	34.3	Acko Life Insurance India	23.5	74	
3	3	Starcom	Lenovo Group China, GlaxoSmithKline Malaysia	23.3	Kering Group Thailand	22.8	37	
4	2	Mindshare	Japan Airlines China, Mondelez Japan, Guangming's Client China	62.4	PepsiCo China	21.6	147	
5	4	PHD	Indosat Ooredoo Indonesia, Hutchinson (Tri) Indonesia, Vitasoy China, Indosat Indonesia, Didi	19.2	Mailchimp Australia	17.1	37	
6	8	Havas Media	Savex Technologies Pvt Ltd - Fire Bolt India, Bundl Technologies Pvt Ltd India	13.1		13.1	37	
7	7	Initiative	R K Marbles India, TALA Philippines Project	12.7	Carnival Corporation Australia	12.3	27	
8	6	OMD	NSW Government Australia, Coles Australia	15.7	Flybuys Australia	12.0	52	
9	9	Performics	TikTok India, Mondelez International India, Lenskart India	8.7		8.7	37	
10	44	Publicis Media	PepsiCo India, SE Asia	10.0		8.0	1	
11	11	MediaCom	Lazada ID, TH, VN, Fortune Pharmacy Hong Kong, Streamline China, Diptyque Hong Kong	10.8	Pizza Hut Indonesia Digital	7.6	48	
12	10	Dentsu X	Tata 1MG Technologies Pvt Ltd India, Bosch Limited India	7.6		7.6	109	
13	12	iProspect	Lenovo Indonesia Indonesia, PT Nipsea Paint and Chemicals Indonesia	5.7		5.0	92	
14	13	Dentsu	Revo Fitness Australia, Lenovo Global, Tata 1mg India	5.5	Masan Consumer Vietnam	3.7	3	
15	14	Ryvalmedia	CBA New Digital Business - Kit Australia, QMF - Queensland Music Festival Australia, Click Frenzy Australia	3.7		3.7	39	
16	15	Carat	Procter & Gamble Trading (Thailand), Lenovo (KR) Limited Korea	6.7	BBK Electronics Philippines	2.9	81	
17	16	Universal McCann	Wealth Navi Japan, tourism promotions board philippines Project	2.5		2.5	10	
18	17	Resolution Digital	Suncorp Australia, TNA Solutions Australia Project	2.4		2.4	31	
19	18	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2	
20	19	Atomic 212	Origin Energy Australia, Salesforce (Digital Media & SEO) APAC	2.1		1.9	6	
						2022 (Jan-Aug):	223.1	1,046
						2021 (Jan-Aug):	286.9	773
						YoY Comparison:	-22.3%	35.3%
						2022 Creative & Media (Jan-Aug):	591.9	2,925
						2021 Creative & Media (Jan-Aug):	755.3	2,705
						YoY Comparison:	-21.6%	8.1%

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.