



## 2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 2024

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	Ogilvy	Shanghai Diamond Exchange China, Huawei China, Huawei China	36.4		35.9	146	
2	1	BBDO	TOKYO METROPOLITAN GOVERNMENT Japan, Pernod Ricad	31.2		31.2	79	
3	3	Leo Burnett	Confidential Client	13.0		13.0	26	
4	4	MSL	Confidential Client	9.6		9.6	32	
5	7	DDB	Lynx Middle East LLC Hong Kong Project, Red Bull India, Union bank	9.5		9.5	54	
6	5	Dentsu	2024 XC60 Campaign China Adaptation Taiwan Project, Central	10.0	Bank Rakyat Indonesia	8.7	79	
7	6	Havas Worldwide	MP Tourism India, ICICI Bank India, Sunflame India	8.4		8.4	20	
8	8	VML	Sasta Sundar India Project, Towngas Hong Kong Project	7.5		7.3	67	
9	9	Saatchi & Saatchi	Relaxo Footwears India, JK Cement Ltd India, Astral Ltd. India	4.5		4.5	15	
10	10	Digitas	Huawei China China Project, Lee Kum Kee China Project, SBI Cards &	4.5		4.5	9	
11	16	Mullenlowe Group	Bank Rakyat Indonesia Indonesia, Netball WA Australia, Nutella	4.4		4.4	34	
12	11	BBH	Confidential Client	4.0		4.0	4	
13	13	Grey Group	Infocomm Media Development Authority Singapore, CHANEL China	3.5		3.5	15	
14	12	Prodigious	BOSE CORPORATION China Project, CHARLOTTE TILBURY BEAUTY LTD	3.4		3.4	9	
15	14	Publicis Worldwide	Nutricia China Project, Zhonghong Bioengineering Co.,Ltd. China,	3.0		3.0	10	
16	15	IDC Creations Production Studio	Confidential Client	1.6		1.6	8	
17	18	Apparent	Corporate Traveller Australia, Infoblox Australia, Wipro Australia	1.4		1.4	8	
18	19	McCann Worldgroup	PwC Global	1.0		1.0	1	
19	20	G4 Advertising	Confidential Client	1.0		1.0	3	
20	28	M&C Saatchi Group	Brejwe Japan	1.0		1.0	1	
						2024 (Jan-May):	159.3	763
						2023 (Jan-May):	118.6	550
						YoY Comparison:	34.3%	38.7%



## 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 2024

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	Lincoln & Ford China, Nestle SEA	26.3		26.3	46
2	2	Wavemaker	Huawei (Outbound) Multi-markets, J. K. Cement Limited India, FOTILE	21.5		21.3	33
3	4	Havas Media	Saudi Tourism Global, Florasis (Huaxizi) China	8.9		8.9	28
4	3	PHD	Vitasoy Hong Kong, Lane Crawford eCommerce Hong Kong, Dah Sing	8.5		8.5	12
5	5	LS Digital	TALEEM RESEARCH FOUNDATION India, Airloom Lifestyle Private	5.4		5.4	47
6	7	Initiative	Century Pacific Philippines, Athar Energy India, Government of Ontario	4.1		4.1	12
7	6	Ryvalmedia	Openway Food Co. Australia, ArmitageAssociates - Consultancy	2.9		2.9	18
8	8	Zenith	AutoSports Group Australia, Eli Lilly Australia Project, Children's Cancer	2.3		2.3	15
9	9	OMD	Bangchak Thailand Project, Kalbe Indonesia, Tyson Thailand, Sharp	2.4	Vitasoy Hong Kong	2.2	13
10	10	Starcom	HKMC Annuity Hong Kong, Filtermart Co., Ltd. Thailand Project,	2.3		2.0	12
11	11	Dentsu X	PT Suzuki Indomobil Sales Indonesia, Nitori Taiwan Taiwan,	1.5		1.5	32
12	12	Carat	ELCA (Thailand) Limited Thailand Project	1.1		1.0	29
13	23	Atomic 212	Worley, City of Boroondara	0.8		0.8	4
14	13	Spark Foundry	CPG Client	0.8		0.8	5
15	14	Beehive	Hector Beverages Pvt. Ltd. India Project, Relaxo Footwears India	0.4		0.4	2
16	24	Mediahub	New Balance Japan, New Balance Taiwan	0.3		0.3	2
17	15	iProspect	One Bangkok Thailand, KTB Travel Card Thailand Project, MAP Fashion (Flying Tiger, Tumi, Lacoste)	0.2		0.2	11
18	16	Apparent	LG Crestone Australia, Undisclosed Client Australia	0.2		0.2	2
19	17	Performics	CPG Client	0.2		0.2	1
20	18	MBM	Entain New Zealand	0.2		0.2	1

2024 (Jan-May):	88.5	329
2023 (Jan-May):	145.8	506
YoY Comparison:	-39.3%	-35.0%

2024 Creative & Media (Jan-May):	247.9	1,092
2023 Creative & Media (Jan-May):	264.4	1,056
YoY Comparison:	-6.3%	3.4%

#### 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](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.