



## 2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jun 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	BBDO	Permod Ricard Japan, SONY Japan, Hong Kong Jockey Club Hong Kong	38.9		38.9	86	
2	1	Ogilvy	LIAN FA International Taiwan Project, Lazada Indonesia Retainer,	37.1		36.6	163	
3	3	Leo Burnett	Confidential Client	13.0		13.0	26	
4	6	Dentsu	Tourism Bureau, Rep. Of China (taiwan) Taiwan, Herbalife Nutrition	13.5	Bank Rakyat Indonesia	12.2	143	
5	4	MSL	Confidential Client	9.6		9.6	32	
6	5	DDB	Lynx Middle East LLC Hong Kong Project, Red Bull India, Union bank	9.5		9.5	54	
7	7	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	11	Mullenlowe Group	Bank Rakyat Indonesia Indonesia, Netball WA Australia, Nutella	4.4		4.4	34	
12	12	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	14	Prodigious	BOSE CORPORATION China Project, CHARLOTTE TILBURY BEAUTY LTD	3.4		3.4	9	
15	15	Publicis Worldwide	Nutricia China Project, Zhonghong Bioengineering Co.,Ltd. China,	3.0		3.0	10	
16	16	IDC Creations Production Studio	Confidential Client	1.6		1.6	8	
17	17	Apparent	Corporate Traveller Australia, Infoblox Australia, Wipro Australia	1.4		1.4	8	
18	18	McCann Worldgroup	PwC Global	1.0		1.0	1	
19	19	G4 Advertising	Confidential Client	1.0		1.0	3	
20	20	M&C Saatchi Group	Brejwe Japan	1.0		1.0	1	
						2024 (Jan-Jun):	171.4	854
						2023 (Jan-Jun):	192.8	912
						YoY Comparison:	-11.1%	-6.4%



## 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jun 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	4	PHD	Volkswagen AG Global, Singapore Airlines Global, Aice Ice Cream	44.4		44.4	16	
2	2	Wavemaker	Huawei (Outbound) Multi-markets, J. K. Cement Limited India, FOTILE	21.5	Warner Brother Discovery India	21.2	33	
3	24	Publicis Media	Yum! Brands China	20.0		20.0	1	
4	3	Havas Media	Muthoot India, ByteDance China, JMC Ford China	9.6		9.6	35	
5	1	Mindshare	SCHNEIDER ELECTRIC INDIA PRIVATE LTD India, Unitar Capital	26.7	Yum! Brands China	6.7	54	
6	5	LS Digital	Satiya Nutraceuticals Pvt. Ltd India, JSW Paints Private Limited India,	5.5		5.5	52	
7	6	Initiative	PopMart China	4.2		4.2	13	
8	11	Dentsu X	Honda Taiwan Co., Ltd. Taiwan, Toyota Thailand Project, Traveloka	3.2		3.2	75	
9	7	Ryvalmedia	ErgoPouch - UK & US (Global expansion) Australia, Millbrook	3.0		3.0	20	
10	9	OMD	Opella (Sanofi CHC) China, Zero Finance Hong Kong, Chantecaille	3.1	Vitasoy Hong Kong	2.9	17	
11	8	Zenith	AutoSports Group Australia, Eli Lilly Australia Project, Children's Cancer	2.3		2.3	15	
12	10	Starcom	HKMC Annuity Hong Kong, Filtermart Co., Ltd. Thailand Project,	2.3		2.0	12	
13	12	Carat	Pruksa Real Estate Public Company Limited Thailand, Waaree Energies	1.9		1.9	42	
14	17	iProspect	Indian School of Business India Project, Indiabulls India, One	1.8		1.8	39	
15	13	Atomic 212	Worley, City of Boroondara	0.8		0.8	4	
16	14	Spark Foundry	CPG Client	0.8		0.8	5	
17	15	Beehive	Hector Beverages Pvt. Ltd. India Project, Relaxo Footwears India Project	0.4		0.4	2	
18	16	Mediahub	New Balance Japan, New Balance Taiwan	0.3		0.3	2	
19	18	Apparent	LG Crestone Australia, Undisclosed Client Australia	0.2		0.2	2	
20	19	Performics	CPG Client	0.2		0.2	1	
						2024 (Jan-Jun):	130.7	445
						2023 (Jan-Jun):	166.3	691
						YoY Comparison:	-21.4%	-35.6%
						2024 Creative & Media (Jan-Jun):	302.1	1,299
						2023 Creative & Media (Jan-Jun):	359.1	1,603
						YoY Comparison:	-15.9%	-19.0%

### 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 Junketing ROI.