



## 2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jul 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	Muji China, Honor China Project, VinFast Indonesia Project	49.5		49.0	209	
2	1	BBDO	BMW Motorrad Japan, Fine Today Japan, Xpeng Thailand	41.0		41.0	98	
3	3	Leo Burnett	Confidential Client	26.5		26.5	51	
4	5	MSL	US India Educational Foundation India, Scoot India	19.2		19.2	64	
5	18	McCann Worldgroup	Ferrero Kinder and Tic Tac Europe, Asia-Pacific, the Middle East and	15.5		15.5	12	
6	9	Saatchi & Saatchi	Anta Sports Products Limited China Project, Carl Zeiss (Shanghai) Co.,	13.3		13.3	37	
7	4	Dentsu	Tourism Bureau, Rep. Of China (taiwan) Taiwan, Herbalife Nutrition	13.5	Bank Rakyat Indonesia	12.2	143	
8	7	Havas Worldwide	ALLERGAN China Project, GAC Motor China Project, NESTLE	10.4		10.4	25	
9	6	DDB	Indeed India Project	9.7		9.7	59	
10	10	Digitas	Caltex Australia Limited Thailand Project, Jollibee Foods Philippines	8.2		8.2	21	
11	8	VML	Sasta Sundar India Project, Towngas Hong Kong Project	7.5		7.3	67	
12	14	Prodigious	Chow Tai Fook China Project, Heineken Trading (Shanghai) Co.,	6.9		6.9	16	
13	15	Publicis Worldwide	Social Development Network Singapore, GlaxoSmithKline (GSK)	6.6		6.6	19	
14	33	FCB	Pringles Global	6.0		6.0	1	
15	12	BBH	Roborock China Project	5.3		5.3	8	
16	11	Mullenlowe Group	Bank Rakyat Indonesia Indonesia, Netball WA Australia, Nutella	4.4		4.4	34	
17	16	IDC Creations Production Studio	Confidential Client	3.4		3.4	17	
18	93	Accenture Song	NRMA Insurance Australia	2.0		2.0	2	
19	19	G4 Advertising	Confidential Client	1.6		1.6	6	
20	-	Performics	Confidential Client	1.5		1.5	3	
						2024 (Jan-Jul):	260.7	1,089
						2023 (Jan-Jul):	314.2	1,392
						YoY Comparison:	-17.0%	-21.8%



## 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jul 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	PHD	All of government panel - Lotto NZ New Zealand, Bunnings New	47.2		47.2	24
2	16	Spark Foundry	Yum! Restaurants China, AB VOLVO China, TEEG New Zealand	35.4		35.4	13
3	12	Starcom	Nestle (China) Ltd. China, LEGO SYSTEMS INC Global, KELLANOVA	28.2		27.9	20
4	2	Wavemaker	FOTILE (KOL) China, Honor (Olympic Migu campaign) China Project,	24.8	Warner Brother Discovery India	24.6	42
5	3	Publicis Media	Yum! Brands China	20.0		20.0	1
6	5	Mindshare	Nestle Indonesia, Wyeth Nutrition Indonesia, Gojek Indonesia	32.3	Yum! Brands China	12.3	73
7	4	Havas Media	Vivo China AOR - Social Media, others	9.7	Changi Airport Group Singapore	8.0	36
8	11	Zenith	JD Sport China, WA Local Government Association Australia,	6.5		6.5	33
9	6	LS Digital	MIRAE ASSET INVESTMENT MANAGERS (INDIA) PRIVATE	6.0		6.0	60
10	10	OMD	Deckers Brands (HOKA) China, Octopus Hong Kong, Zero Finance	5.4	Vitasoy Hong Kong	5.2	24
11	8	Dentsu X	Honda Taiwan Co., Ltd. Taiwan, Toyota Thailand Project, Traveloka	3.2		3.2	75
12	9	Ryvalmedia	Openway Food Co. - Full Brand Portfolio remit Australia,	3.2		3.2	23
13	13	Carat	Pruksa Real Estate Public Company Limited Thailand, Waaree Energies	1.9		1.9	42
14	14	iProspect	Indian School of Business India Project, Indiabulls India, One	1.8		1.8	39
15	15	Atomic 212	Bluescope Australia, Our Watch Australia, Darrell Lea Australia	1.6		1.6	7
16	20	Performics	CPG Client	1.2		1.2	6
17	22	Digitas	BMW GROUP China Project, Burns Co Australia Project, Cisco Australia Project	1.2		1.2	8
18	7	Initiative	PopMart China	4.2	LEGO SYSTEMS INC Global	0.7	13
19	17	Beehive	RATNAAFIN CAPITAL PRIVATE LIMITED India Project, Girmarsoft	0.7		0.7	4
20	55	EssenceMediacom	Hang Seng Bank Hong Kong	0.5		0.4	1

2024 (Jan-Jul):	204.0	553
2023 (Jan-Jul):	218.0	715
YoY Comparison:	-6.4%	-22.7%

2024 Creative & Media (Jan-Jul):	464.7	1,642
2023 Creative & Media (Jan-Jul):	532.2	2,107
YoY Comparison:	-12.7%	-22.1%

### 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](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.