



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	Ogilvy	Unilever Beauty Brands Global, Estee Lauder/Clinique Lab China,	62.5		62.0	226	
2	2	BBDO	TableMark Japan, Fortress Investment Group Japan, BOAT	43.7		43.7	113	
3	3	Leo Burnett	Confidential Client	26.5		26.5	51	
4	9	DDB	PRAOHOM (SUREE INTERFOODS CO., LTD.) Thailand PROJECT,	22.1		22.1	68	
5	4	MSL	US India Educational Foundation India, Scoot India	19.2		19.2	64	
6	5	McCann Worldgroup	Manyavar India Project, Cherries From CHILE China Project, AlgaeCal	17.6		17.6	32	
7	6	Saatchi & Saatchi	Anta Sports Products Limited China Project, Carl Zeiss (Shanghai) Co.,	13.3		13.3	37	
8	7	Dentsu	Tourism Bureau, Rep. Of China (taiwan) Taiwan, Herbalife Nutrition	13.5	Bank Rakyat Indonesia	12.2	143	
9	8	Havas Worldwide	ALLERGAN China Project, GAC Motor China Project, NESTLE	10.4		10.4	25	
10	10	Digitas	Caltex Australia Limited Thailand Project, Jollibee Foods Philippines	8.2		8.2	21	
11	11	VML	Sasta Sundar India Project, Towngas Hong Kong Project	7.5		7.3	67	
12	12	Prodigious	Chow Tai Fook China Project, Heineken Trading (Shanghai) Co.,	6.9		6.9	16	
13	13	Publicis Worldwide	Social Development Network Singapore, GlaxoSmithKline (GSK)	6.6		6.6	19	
14	14	FCB	Pringles Global	6.0		6.0	1	
15	15	BBH	Roborock China Project	5.3		5.3	8	
16	16	Mullenlowe Group	Bank Rakyat Indonesia Indonesia, Netball WA Australia, Nutella	4.4		4.4	34	
17	17	IDC Creations Production Studio	Confidential Client	3.4		3.4	17	
18	18	Accenture Song	NRMA Insurance Australia	2.0		2.0	2	
19	19	G4 Advertising	Confidential Client	1.6		1.6	6	
20	20	Performics	Confidential Client	1.5		1.5	3	
						2024 (Jan-Aug):	294.5	1,194
						2023 (Jan-Aug):	355.1	1,692
						YoY Comparison:	-17.1%	-29.4%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	Shriram Finance Limited India, Junlebao China	49.0		49.0	29	
2	2	Spark Foundry	Yum! Restaurants China, AB VOLVO China, TEEG New Zealand	35.4		35.4	13	
3	-	WPP	Amazon EMEA, APAC	30.0		30.0	1	
4	3	Starcom	Nestle (China) Ltd. China, LEGO SYSTEMS INC Global, KELLANOVA	28.2		27.9	20	
5	4	Wavemaker	Luminous Power Technologies Private Limited India AOR , Cargill	25.8	Warner Brother Discovery India	25.6	47	
6	5	Publicis Media	Yum! Brands China	20.0		20.0	1	
7	6	Mindshare	Nestle Indonesia, Wyeth Nutrition Indonesia, Gojek Indonesia	32.3	Yum! Brands China	12.3	73	
8	7	Havas Media	Catch Masale India, Mhada India Uj/UX, HMC India	10.2	Changi Airport Group Singapore	8.5	42	
9	8	Zenith	JD Sport China, WA Local Government Association Australia,	6.5		6.5	33	
10	10	OMD	Turkish Airline China, Brandworld New Zealand, Bank SinoPac Taiwan	6.6	Vitasoy Hong Kong	6.4	29	
11	9	LS Digital	Deco Window India, MALABAR GOLD LIMITED India, TATA	6.1		6.1	69	
12	58	Universal McCann	Australian Government Australia	5.0		3.7	1	
13	14	iProspect	Ebay Global , Indian School of Business India Project, Indiabulls	3.6		3.6	40	
14	12	Ryvalmedia	Eufy - Anker Australia, Steve Madden Australia	3.2		3.2	25	
15	11	Dentsu X	Honda Taiwan Co., Ltd. Taiwan, Toyota Thailand Project, Traveloka	3.2		3.2	75	
16	15	Atomic 212	GWM Australia, Bluescope Australia, Our Watch Australia, Darrell Lea	2.4		2.4	8	
17	13	Carat	Pruksa Real Estate Public Company Limited Thailand, Waaree Energies Ltd India, Sony Thai Co., Ltd.	1.9	Bank SinoPac Taiwan Project	1.9	42	
18	16	Performics	CPG Client	1.2		1.2	6	
19	17	Digitas	BMW GROUP China Project, Burns Co Australia Project, Cisco Australia	1.2		1.2	8	
20	20	EssenceMediacom	Supecsavers Australia, Supecsavers New Zealand	3.0		1.1	3	
						2024 (Jan-Aug):	214.6	598
						2023 (Jan-Aug):	231.4	755
						YoY Comparison:	-7.3%	-20.8%
						2024 Creative & Media (Jan-Aug):	509.2	1,792
						2023 Creative & Media (Jan-Aug):	586.5	2,447
						YoY Comparison:	-13.2%	-26.8%

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 Junketing ROI.