

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2019

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	10	BBDO	Mercedes Benz China Retainer , Remy Martin China Project, Uniliver Sariwangi Indonesia Project	23.5		23.5	37
2	3	Leo Burnett	Audi-Branding China, Yili-Yousuanru China, CarDekho.com India	9.8		9.8	27
3	8	DDB	Tsingtao Korea, Kwangdong Pharm Korea, GE Appliances China	7.0		7.0	21
4	3	Publicis	OB(CASS) Korea AOR, Lead Agency, WINIX Korea AOR, Lead Agency, Galderma China Project	6.4		6.4	16
5	6	Saatchi & Saatchi	Porsche China Retainer, Yili International China, Sands - Paiza Campaign China Project	6.1		6.1	8
6	12	Digitas	Huawei China China Project, Mercedes-Benz China Project, Heineken China Retainer	5.5		5.5	11
7	1	Ogilvy	Maxus China AOR , Haier China Project , Johnson & Johnson Japan Project	6.2	L.P.N DEVELOPMENT THAILAND AOR	5.2	20
8	16	TBWA	Singapore Airlines Global, Greenfields Indonesia, Hilton Singapore	5.0		5.0	3
9	11	VMLY&R	Australian Defence Force Recruiting Australia, Ministry of Defense ANZ, Amex ANZ	2.3		2.3	8
10	18	M&C Saatchi	Tab Australia, Tempo Scan Group Indonesia,	1.5		1.5	2
11	14	FCB	Asahi Malaysia, Levi's Malaysia, Kronenbourg Malaysia	1.1		1.1	3
12	-	Accenture Interactive	Arla Global	0.6		0.6	1
13	60	Famous Innovations	Monster India	0.5		0.5	1
14	98=	Indigo Consulting	Ola India	0.5		0.5	1
15	52	Merkley+Partners	Performix Asia Pacific	0.5		0.5	1
16	98=	10 feet tall	Philips Automotive Australia	0.5		0.5	1
17	-	Innity	TikTok Malaysia	0.5		0.5	1
18	-	Online Circle	Barilla Asia Pacific	0.5		0.5	1
19	69	Orchard	Volt Bank Australia, Genesis Australia Project, Oral B (P&G) Australia	0.4		0.4	3
20	49	Happy Marketer	OneConnect Financial Technology Singapore	0.3		0.3	1
						71.2	168

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 2019

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	8	Mindshare	Yili(Media Planning) China AOR (Media Planning), Kangshifu Drinks Investment (China) Co. China AOR (Buying), GSK India	40.6	IKEA Indonesia Project	40.5	71
2	1	Wavemaker	Little Red Book China, Chimelong China, Roewe China	14.1	Now TV Hong Kong	13.8	14
3	15	PHD	Singapore Airlines Global, Bukalapak Indonesia, NZ Post New Zealand	4.5		4.5	11
4	3	OMD	Anway China, Shuanghui (WH Group) China, Beiersdorf Indonesia, Malaysia, Philippines, Singapore and Thailand	8.6	Yili(Media Planning) China AOR (Media Planning)	3.5	28
5	13	Initiative	Specsavers Australia, Krungsri Bank Thailand, Fujitsu General Australia	2.3		2.3	6
6	23	Madison Media	Marico India, Marico Media India	2.3		2.3	2
7	19	Essence	UpGrad India	0.5		0.5	2
8	7	Havas Media	Kayo Sports Australia, Sesa Care India AOR - Integrated	0.4		0.4	2
9	30=	Atomic 212	Charles Darwin University Asia Pacific	0.3		0.3	1
10	30=	Cummins&Partners	Jenny Craig Australia	0.3		0.3	1
11	24	iProspect	PayPal India	0.3		0.3	1
12	21	Blue 449	Dairy Brand Client	0.1		0.1	1
13	10	Spark Foundry	Beverage Brand Client	0.1		0.1	1
14	12	Starcom	Zivame	0.2	Kicks	-0.2	1
15	5	Universal McCann		0.0	Zivame	-0.2	0
16	2	MediaCom	Hawaiian Airlines	0.2	Australia Radio Network (ARN)	-0.3	1
17	14	Vizeum		0.0	Rio Tinto	-0.8	0
18	30=	Pervorm		0.0	Client	-0.8	0
19	11	Carat	The South Australian Government	0.5	Kangshifu Drinks Investment (China) Co.	-4.7	1
20	4	Zenith	Rio Tinto, SCG, Friso	1.3	Yili(Media Planning)	-5.9	4
						55.9	148

### 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.