



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 2022

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	Chongqing Fuling Zhacai Group Co. LTD China, CFA Institute China	83.4	Siemens Global	82.7	474	
2	2	Saatchi & Saatchi	HP Inc. China, Akasa Air India, Siemens Global, Medecins Sans Frontieres Australia	54.5		52.9	121	
3	3	Wunderman Thompson	Code ComputerLove India Project, HSBC India Project, Mirum Dubai (ADNEC) India Project	53.1		52.8	315	
4	4	DDB	Bangchak Corporation (HI PREMIUM) Thailand Project, Thai Union Group (Q FRESH) Thailand Project	49.7		47.2	214	
5	5	Dentsu	Orchard Healthcare India, SUNTORY Taiwan Project	42.3		39.7	420	
6	6	VMLY&R	Blue Diamond Growers China Project, Hisense China Project	39.6		38.7	131	
7	7	Havas Worldwide	Hero Motocorp Limited India Project, HP Enterprises India Project	30.3		30.3	79	
8	8	BBDO	MB Community CRM Management China, Fei Fan China	30.5	Aleve Global	27.4	120	
9	9	Leo Burnett	Superloop Australia, PepsiCo brands India, FrieslandCampina Malaysia, LazyPay India	27.5		26.9	92	
10	10	McCann Worldgroup	Ministry of Tourism India, MINISO China Project, Yes Bank India Project	21.6		21.6	109	
11	11	Publicis Worldwide	Ferrero Philippines, Carlsberg Vietnam, Qudos Mutual Ltd Australia	18.3		18.3	58	
12	12	Digitas	Jaguar Land Rover Automotive China, Crocs Global, Marvel Realtors India, Pfizer	17.2		17.2	57	
13	13	M&C Saatchi Group	SCDL: Legacy Campaign Qatar project, Rekeningku..com Indonesia project	17.3		16.8	59	
14	14	R/GA	Shangri-La Singapore, Sapporo Japan, Samsung (x2) Singapore	11.4		11.4	22	
15	15	BBH	Roposo India, Moonton Technology Co. Ltd. China Project	10.1		10.1	20	
16	16	Isobar	PT Prodia Widyahusada Indonesia, LCY Chemical Corp. Taiwan Project	8.3		8.3	103	
17	17	Wondrialb	JBM Group India Project, Philips Preethi India	6.3		6.3	191	
18	18	Prodigious	Boucheron, Genesis Motor	5.8		5.8	25	
19	19	Grey Group	BAT (Ryde) Australia, Planpay Australia, Asusteck Computer Inc India	5.6		5.6	23	
20	20	Smith St	Coles Supermarkets Australia	5.0		5.0	1	
						2022 (Jan-Dec):	589.2	3,008
						2021 (Jan-Dec):	760.8	2,755
						YoY Comparison:	-22.5%	9.2%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 2022

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	Zenith	L'Oreal Thailand, Malaysia, Berli Jucker Public Company Thailand Project, Homelane India	52.4		51.9	58	
2	2	Starcom	FitPet Inc Korea Project, L'Oreal Malaysia Project, Uniqlo Hong Kong	45.0	Aware Superannuation Australia	43.6	53	
3	3	Mindshare	Volvo Japan, Grofers India, DS Group India	65.7	PepsiCo China	32.0	176	
4	4	Wavemaker	Fotile China Project, L'Oréal Philippines	43.3	L'Oreal Thailand	23.5	95	
5	6	OMD	Suncorp Australia, Burberry Global, Beiersdorf China	25.2	Flybuys Australia	20.0	85	
6	5	PHD	Bank Syariah Indonesia, NZ Health Group New Zealand	19.5	Mailchimp Australia	17.1	41	
7	7	Initiative	Petron Malaysia, Nexon Paints Pvt Ltd India	14.7	Carnival Corporation Australia	14.3	38	
8	9	Dentsu X	Panasonic Vietnam Co., Ltd. Vietnam, Herbalife Vietnam Project	13.9		13.7	196	
9	8	Havas Media	Smartfren Indonesia Digital	16.2		13.2	52	
10	10	MediaCom	Sony Playstation Australia, adidas China, Clubmed China	16.6	Pizza Hut Indonesia Digital	13.0	79	
11	13	Carat	Pandora China, China Motor Corporation Taiwan, Pandora Taiwan	13.0	BBK Electronics Philippines	8.9	153	
12	11	Performics	Bloomberg India, TikTok India, Mondelez International India, Lenskart India	7.8		7.8	51	
13	14	iProspect	Media-Tek China Project, Lenovo Indonesia Indonesia, PT Nipsea Paint and Chemicals Indonesia	7.5		7.4	132	
14	12	Universal McCann	Wealth Navi Japan, tourism promotions board philippines Project	6.7		6.7	30	
15	15	Atomic 212	Entain Group Australia, Origin Energy Australia, Salesforce (Digital Media & SEO) APAC	5.0		4.9	12	
16	17	LS Digital	Property Share Online Platform Private Limited India, Emami Agrotech Limited India	4.4		4.4	101	
17	16	Ryvalmedia	Pepper Money (Stratton Finance) Australia, CBA - X15 Ventures Cheddar Australia, Next Payments Australia	4.3		4.3	44	
18	18	Spark Foundry	Mondelez International HK	8.6		3.1	10	
19	19	Resolution Digital	Suncorp Australia, TNA Solutions Australia Project	2.5		2.5	34	
20	21	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	2.0		2.0	2	
						2022 (Jan-Dec):	302.4	1,559
						2021 (Jan-Dec):	576.4	1,442
						YoY Comparison:	-47.5%	8.1%
						2022 Creative & Media (Jan-Dec):	891.6	4,567
						2021 Creative & Media (Jan-Dec):	1,337.2	4,197
						YoY Comparison:	-33.3%	8.8%

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 Apr keting ROI.