



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2017

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	-	DDB	mySamsung	0.50		0.50	1
2	-	Publicis	FMCG Client	0.48		0.48	19
3	-	Ogilvy	Ministry of Manpower	0.30		0.30	1
4	-	Leo Burnett	Energy Client	0.22		0.22	3
5	-	Isobar	Finance Client	0.12		0.12	1
6	-	Y&R	NTUC healthcare Project	0.08		0.08	3
7-	-	J Walter Thompson		0.00		0.00	0
7-	-	McCann WorldGroup		0.00		0.00	0
7-	-	TBWA		0.00		0.00	0
7-	-	TLSA		0.00		0.00	0
7-	-	Saatchi & Saatchi		0.00		0.00	0
7-	-	Dentsu		0.00		0.00	0
7-	-	Cheil		0.00		0.00	0
7-	-	Tribal Worldwide		0.00		0.00	0
7-	-	McGarryBowen		0.00		0.00	0
7-	-	Grey Group		0.00		0.00	0
7-	-	GOVT		0.00		0.00	0
7-	-	Jaab Global		0.00		0.00	0
7-	-	SapientRazorfish		0.00		0.00	0
7-	-	BBDO		0.00		0.00	0
7-	-	Brandwatch		0.00		0.00	0
7-	-	Havas Worldwide		0.00		0.00	0
7-	-	M&C Saatchi		0.00		0.00	0
7-	-	Mullen Lowe		0.00		0.00	0
						1.7	28



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2017

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	-	Mindshare	DKSH, Combiphar (Eyemo)	0.34		0.34	2
2	-	Carat	Standard Chartered Bank	0.30		0.30	1
3	-	Universal McCann	Land Transport Authority	0.00		0.00	1
4 <del>=</del>	-	Zenith		0.00		0.00	0
4 <del>=</del>	-	PHD		0.00		0.00	0
4 <del>=</del>	-	Vizeum		0.00		0.00	0
4 <del>=</del>	-	Starcom		0.00		0.00	0
4 <del>=</del>	-	Initiative		0.00		0.00	0
4 <del>=</del>	-	MediaVest Spark		0.00		0.00	0
4 <del>=</del>	-	Maxus		0.00		0.00	0
4 <del>=</del>	-	ZOO Group		0.00		0.00	0
4 <del>=</del>	-	Dentsu Media		0.00		0.00	0
4 <del>=</del>	-	Havas Media		0.00		0.00	0
4 <del>=</del>	-	MediaCom		0.00		0.00	0
4 <del>=</del>	-	MEC		0.00		0.00	0
16	-	OMD	AGENCY OF INTEGRATED CARE Project	0.05	Standard Chartered Bank	-0.25	1
						0.4	5

### 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.