

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 2015

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=	Y&R	Bank of Singapore, Crystal Jade, Ford Project, RW Tech Project, Converse	4.43		4.23	13
2	1	DDB	SIM GE, UniSIM, Fonterra Project, J&J Stayfree(Digital)	4.19		4.19	19
3	9	TBWA	Michelin Right To Race Project (Regional), NTUC	4.63	Tigerair(Social)	4.03	11
4	4	Publicis	OCBC(Social), Audi (Social), Merck Project, Crystal Jade Project	3.22		3.22	20
5	2=	Leo Burnett	Tigerair(Social), Allergan, SDIC Project	2.88		2.88	9
6	5	Ogilvy	Bae Systems, Spring Singapore Project, Sofitel So Project	2.50		2.40	23
7	7	McCann WorldGroup	Stay Far East Project, FWD Project, Tic Tac Project, TAFEP Project	3.68		2.18	23
8	6	Grey Group	Hotels.com Singapore, Paradise Group Holdings(Social)	2.76	Kellogg's	2.01	17
9	8	J Walter Thompson	Crabtree & Evelyn Project	1.31		1.31	8
10	10	SapientNitro	Telecommunication Client	0.70		0.70	3
11	11	Dentsu	CAAS Project, Prince Bay Project, Navy Project, The Learning Lab	0.89		0.56	12
12	12=	Saatchi & Saatchi	Acer, Canadian International School	0.53		0.53	2
13	12=	Bates	AIA	0.50		0.50	1
14	14	BBDO	Mercedes-Benz (digital)	0.48	FMCG Client	0.18	5
15	15	M&C Saatchi	Prime Ministers Office, LaSalle College of the Arts	0.10		0.10	2
16=	16=	BBH		0.00		0.00	0
16=	16=	Iris		0.00		0.00	0
16=	16=	FCB		0.00		0.00	0
19	19	Havas Worldwide		0.00	Finance Client	-0.04	0
20	20	Mullen Lowe		0.00	Finance Client	-0.38	0
						28.6	168

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 2015

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	3	Starcom MediaVest	NTUC First Campus, UniSim, NPC, NEA (buying), IDA	3.5		3.15	15
2	1	Havas Media	CapitaLand Group, Warner Bros, Aspial Group, Singtel, FairPrice	3.1	Subaru	3.05	18
3	7	Universal McCann	Medic Marketing, MayBank Project, Line, Keppel(digital)	2.3		2.22	23
4	2	Mindshare	Unilever, Wearnes Automotive, Wearnes Automotive Singapore	2.0		1.85	9
5	4	Vizeum	Panasonic, Ikea, Club 21, King Living	1.8		1.78	11
6	6	ZenithOptimedia	Scoot Airline, National Arts Council Project, TAFEP	2.2	Pandora	1.45	16
7	5	PHD	Marketplats Gumtree, GSK, Far East Organization	1.5	Banyan Tree	1.29	11
8	8	Carat	EMC, Allergan, Ministry of Manpower (TAFEP)	0.9		0.91	23
9	10	MediaCom	Maritime Port Authority, Ministry of Manpower, Bose	0.6	MSIG	0.24	6
10	11	Initiative		0.0		0.00	0
11	13	Maxus	Subaru, Certis Cisco, Razer	0.3	SC Johnson(buying)	-0.32	3
12	12	Dentsu Media	Intel, The Learning Lab Project	0.0	tourism Client	-0.35	9
13	14	MEC	Sentosa, Banyan Tree	0.5	Singtel	-1.46	3
14	9	OMD	Pandora, Singapore Science Center, Concorde, SFE, LTAS, Fox International	1.3	CapitaLand Group	-2.18	12
						11.6	159

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 months using data supplied by 26 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 marketing ROI for clients across the region.

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