



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 2016

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	DDB	J&J Baby, Ministry of Education, SC Johnson Project, BMDP Project	4.05	HPB	3.28	12
2	4	Publicis	HPB	0.90		0.90	11
3	5=	J Walter Thompson	Manufacture Client	0.74		0.74	2
4	2=	Cheil	Wine Client Project	0.60		0.60	2
5	2=	Y&R	Mediacorp Project	0.30		0.29	1
6	5=	SapientNitro	Retail Client	0.28		0.28	3
7	5=	McCann WorldGroup	My Work Project, Elken Project	0.26		0.26	5
8	5=	Ogilvy	Allianz Insurance Project	0.30	FMCG Client Project	0.23	1
9	5=	TBWA	Caltex Lubricants	0.10		0.10	5
10=	5=	Leo Burnett		0.00		0.00	0
10=	5=	Grey Group		0.00		0.00	0
10=	5=	Dentsu		0.00		0.00	0
10=	5=	Saatchi & Saatchi		0.00		0.00	0
10=	5=	Bates		0.00		0.00	0
10=	5=	BBDO		0.00		0.00	0
10=	5=	M&C Saatchi		0.00		0.00	0
10=	5=	BBH		0.00		0.00	0
10=	5=	FCB		0.00		0.00	0
10=	5=	Havas Worldwide		0.00		0.00	0
10=	5=	Mullen Lowe		0.00		0.00	0
						6.7	42

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 2016

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	DBS	1.5		1.50	1
2	2	OMD	Pandora jewellery, Country Garden (Forest City)	0.5		0.52	3
3	3	Maxus	OCBC Bank, Manulife Insurance Project, Toshiba	0.4		0.43	3
4	4	Initiative	Reckitt Benckiser	0.4		0.42	1
5	11	MEC	Health Promotion Board	0.3		0.30	1
6	6=	PHD	Internet Client	0.2		0.20	1
7	5	Mindshare	AR Entertainment	0.2		0.15	1
8-	6=	Dentsu Media		0.0		0.00	2
8-	6=	Starcom		0.0		0.00	0
8-	6=	Vizeum		0.0		0.00	0
8-	6=	MediaCom		0.0		0.00	0
12	13	Carat	IT Client	0.2	OCBC Bank	-0.22	2
13	12	Universal McCann		0.0	Sony Pictures	-0.30	0
14	14	Havas Media	Gardens by the Bay	0.1	DBS	-1.43	1
						1.6	16

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 marketing ROI.