



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 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	3	Ogilvy	Ministry of Manpower, CES Asia Project, Innosparks Project	2.49		2.49	7
2	5	Isobar	Finance Client	1.18		1.18	3
3	1	DDB	mySamsung, The National Council of Social Service (NCSS), Robinson	1.10		1.10	3
4	2	Publicis	FMCG Client	0.98		0.98	21
5	6	Y&R	NTUC healthcare Project	0.38		0.38	5
6	11	Saatchi & Saatchi	Finance Client	0.36		0.36	1
7	4	Leo Burnett	Energy Client	0.22		0.22	3
8-	20	BBDO		0.00		0.00	0
8-	21	Brandwatch		0.00		0.00	0
8-	13	Cheil		0.00		0.00	0
8-	12	Dentsu		0.00		0.00	0
8-	17	GOVT		0.00		0.00	0
8-	16	Grey Group		0.00		0.00	0
8-	22	Havas Worldwide		0.00		0.00	0
8-	7	J Walter Thompson		0.00		0.00	0
8-	18	Jaab Global		0.00		0.00	0
8-	23	M&C Saatchi		0.00		0.00	0
8-	8	McCann WorldGroup		0.00		0.00	0
8-	15	McGarryBowen		0.00		0.00	0
8-	24	Mullen Lowe		0.00		0.00	0
8-	19	SapientRazorfish		0.00		0.00	0
8-	9	TBWA		0.00		0.00	0
8-	10	TLSA		0.00		0.00	0
8-	14	Tribal Worldwide		0.00		0.00	0
						6.7	43



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 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	4=	MediaCom	Uber	0.50		0.50	1
2	4=	Zenith	Hotel Client	0.55	Wildlife Reserves	0.47	2
3	1	Mindshare	DKSH, Combiphar (Eyemo)	0.34		0.34	2
4	2	Carat	Standard Chartered Bank	0.30	Electrolux SEM	0.28	1
5	4=	PHD	Ministry of Manpower Project, Cambert (Fareast) Bio Oil, Sunray Fresh	0.27		0.27	4
6	4=	Havas Media	Wildlife Reserves	0.08		0.08	1
7	4=	MEC	Electrolux SEM	0.03		0.03	2
8	4=	Dentsu Media	E-commerce Client	0.00		0.00	1
9	3	Universal McCann	Land Transport Authority	0.00		0.00	1
10=	4=	Maxus		0.00		0.00	0
10=	4=	MediaVest Spark		0.00		0.00	0
10=	4=	Starcom		0.00		0.00	0
10=	4=	Vizeum		0.00		0.00	0
10=	4=	ZOO Group		0.00		0.00	0
10=	4=	Initiative		0.00	Cambert (Fareast) Bio Oil	-0.04	0
16	16	OMD	AGENCY OF INTEGRATED CARE Project	0.06	Standard Chartered Bank	-0.24	2
						1.7	17

### 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.