



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 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	2	DDB	J&J Baby, Ministry of Education, SC Johnson Project	3.15		3.15	9
2-	1	Y&R	Mediacorp Project	0.30		0.30	1
2-	-	Cheil	Wine Client Project	0.30		0.30	1
4	4	Publicis	FMCG Client	0.04		0.04	3
5-	3	TBWA		0.00		0.00	0
5-	5	Leo Burnett		0.00		0.00	0
5-	6	Ogilvy		0.00		0.00	0
5-	7	McCann WorldGroup		0.00		0.00	0
5-	8	Grey Group		0.00		0.00	0
5-	9	J Walter Thompson		0.00		0.00	0
5-	10	SapientNitro		0.00		0.00	0
5-	11	Dentsu		0.00		0.00	0
5-	12	Saatchi & Saatchi		0.00		0.00	0
5-	13	Bates		0.00		0.00	0
5-	14	BBDO		0.00		0.00	0
5-	15	M&C Saatchi		0.00		0.00	0
5-	16=	BBH		0.00		0.00	0
5-	16=	FCB		0.00		0.00	0
5-	19	Havas Worldwide		0.00		0.00	0
5-	20	Mullen Lowe		0.00		0.00	0
						3.8	14

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 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	6	ZenithOptimedia	DBS	1.5		1.50	1
2	14	OMD	Pandora jewellery, Country Garden (Forest City)	0.5		0.52	3
3	11	Maxus	OCBC Bank, Manulife Insurance Project, Toshiba	0.4		0.43	3
4	10	Initiative	Reckitt Benckiser	0.4		0.42	1
5	4	Mindshare	AR Entertainment	0.2		0.15	1
6	12	Dentsu Media		0.0		0.00	1
7	1	Starcom MediaVest		0.0		0.00	0
8	5	Vizeum		0.0		0.00	0
9	7	PHD		0.0		0.00	0
10	9	MediaCom		0.0		0.00	0
11	13	MEC		0.0		0.00	0
12	3	Universal McCann		0.0	Sony Pictures	-0.30	0
13	8	Carat		0.0	OCBC Bank	-0.40	0
14	2	Havas Media	Gardens by the Bay	0.1	DBS	-1.43	1
						0.9	11

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.