

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / July 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	DBS Bank, Ministry of Education, Health Promotion Board Project	10.01	HPB	9.13	27
2	2	Publicis	Nestle (Nespresso) Project, HPB, Ministry of Manpower	3.04		3.04	26
3	3	TLSA	EDB	3.00	Shell Retail	2.95	1
4	4	Ogilvy	National Arts Council, Caterpillar Project, Netflix Project	3.38	FMCG Client Project	2.86	23
5	6	TBWA	Go Daddy, Caltex Lubricants Project, Sony Interactive Entertainment Project	2.73		2.73	11
6	5	McCann WorldGroup	Oppo, Sanofi Pasteur, Donga-Stillen Project	2.62		2.62	24
7	7	J Walter Thompson	Manufacture Client	1.94		1.94	5
8	8	Saatchi & Saatchi	Finance Client	1.62		1.62	4
9	9	Y&R	Mediacorp Project, Kotak Bank Project	1.60		1.60	3
10	10	Dentsu	Marigold Peel Fresh, National Environment Agency	1.53		1.53	8
11	11	Cheil	Wine Client Project	0.90		0.90	3
12	12	Isobar	IT Client	0.69		0.69	5
13	13	Tribal Worldwide	Heineken	0.60		0.60	1
14	14	McGarryBowen	Acura NSX Project	0.50		0.50	1
15	15	Leo Burnett	Tourism Client	0.42		0.42	3
16	17	GOVT	Mini, General Mills(Betty Crocker)	0.35		0.35	2
17	18	Jaab Global	Suzuki Project	0.30		0.30	1
18	19	SapientNitro	Retail Client	0.28		0.28	3
19=	16	Grey Group	GSK	0.40	WSHC	0.20	1
19=	21=	BBDO	WSHC	0.20		0.20	1
21	20	M&C Saatchi	Shell Retail	0.05		0.05	1
22=	21=	BBH		0.00		0.00	0
22=	21=	FCB		0.00		0.00	0
22=	21=	Havas Worldwide		0.00		0.00	0
						34.5	154

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / July 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	Charles & Keith, DBS, EDB, National Arts Council, AVIVA	3.11		3.11	14
2	2	PHD	Ingram Micro, Volkswagen	2.50		2.50	4
3	3	Mindshare	AR Entertainment, King Living, MCC Land, Oppo, Legoland	1.70	Starhub	1.34	8
4	4	Initiative	Reckitt Benckiser, Suntory Cerebos	0.60		0.60	3
5	5	Vizeum	Finance Client	0.35		0.35	2
6	6	Starcom	Singapore Arts Museum, First Campus, Redmart	0.32		0.32	5
7	7	Maxus	OCBC Bank, Manulife Insurance Project, Toshiba	0.43	Saxo Capital Markets	0.18	3
8	8	ZOO Group	Singapore Land Authority	0.15		0.15	1
9=	9=	Universal McCann	Sony Pictures	0.49	HBO	0.07	4
9=	9=	Carat	Starhub	0.47	OCBC Bank	0.07	4
11	11	OMD	Pandora Jewellery, Ministry of Health, Ministry of Manpower Project	0.35	H&M	0.02	6
12	12	MEC	Health Promotion Board	0.30	EDB	-0.06	1
13	13	Dentsu Media	FMCG Client	0.03	Tourism Client	-0.07	4
14	14	Havas Media	Woodpecker, NETS, NTUC FairPrice(Social Media)	0.61	DBS	-0.89	11
15	15	MediaCom	SingLand Home, NCSS, Saxo Capital Markets, Sony Electronics	0.60	Volkswagen	-1.40	8
						6.3	78

### 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.