



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / July 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	2	BBH	SingTel	3.00		3.00	1
2	3	Publicis	Mandom Project, Essilor Project	2.88		2.88	28
3	5	McCann WorldGroup	Sport Client	2.51		2.51	22
4	4	J Walter Thompson	Education Client	2.45		2.45	6
5	1	DDB	Orchard Turn Developments	3.15	SilkAir	2.45	15
6	13	Ogilvy	Ofo Singapore, Sansiri Public Co., Project, Singapore Art Museum	4.31	SingTel	1.31	14
7	6	BLK J	Singapore Week of Innovation & Technology 2017, SPH Radio, Union Pav	1.30		1.30	6
8	7	Leo Burnett	BMW	1.28		1.28	5
9	8	Isobar	Finance Client	1.18		1.18	3
10	9	Y&R	SilkAir, NTUC healthcare Project	1.15		1.15	7
11	10	Saatchi & Saatchi	Finance Client	1.11		1.11	2
12	11	VML	INSEAD, ION Orchard	1.09		1.09	7
13	12	R/GA	Nikon Global (digital)	1.00		1.00	1
14	32	Dentsu		0.69		0.69	3
15-	14=	Hogarth	SingTel Digital Production	0.50		0.50	1
15-	14=	Goodstuph	SingTel Social	0.50		0.50	1
15-	14=	Auditoire	National Heritage Board	0.50		0.50	1
18-	17=	Golin Singapore	Twitter communications	0.30		0.30	1
18-	17=	GOVT	Chang Sensory Trails Project	0.30		0.30	1
18-	17=	Arcade	Suntory Beverage & Food	0.30		0.30	1
						27.2	139



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / July 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	1	MediaCom	Global Beauty International, Tesco, Uber, PSA Group	2.10		2.10	4
2	2	PHD	Manulife Project, Resort World Sentosa, PropertyGuru, Great Eastern Life Assurance	1.03		1.03	9
3	-	GroupM	LVMH	1.00		1.00	1
4	16	MEC	Pfizer Consumer Health, Dairy Farm, Kimberly-Clark	0.80	Michelin	0.63	6
5	13	Starcom	Kraft Heinz, TAFEP (Digital)	0.62		0.62	2
6	4	Mindshare	Electrolux SEA, Booking.com(TV), Singapore Police Force	0.87	Kimberly-Clark	0.58	7
7	5	Carat	Standard Chartered Bank	0.35	Electrolux SEM	0.35	2
8	6	Havas Media	Wildlife Reserves, Michelin	0.32		0.32	8
9	7	Universal McCann	Harbourfront Center (Social Media), Land Transport Authority, DKSH	0.22		0.22	4
10	8	iProspect	AccorHotels	0.20		0.20	1
11	9	Vizeum	Nando's Media Planning, Feld Entertainment, Grab, Tiger Balm	0.19		0.19	7
12	11	Ecselis	CMC Markets (Digital)	0.05		0.05	1
13	14	Spark Foundry		0.00		0.00	0
14	10	dentsu X	E-commerce Client	0.15	Booking.com (TV)	-0.00	8
15	15	Initiative		0.00	Cambert (Fareast) Bio Oil	-0.04	0
16	3	OMD	The Learning Lab, Singapore Science Center	0.71	Kraft Heinz	-0.19	5
17	12	Zenith	Hotel Client	0.15	LVMH	-0.97	1
						6.1	66

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.