

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / June 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	Health Promotion Board Projects, JNTO, MCI, American Express	6.63	HPB	5.75	24
2	3	Publicis	Nestle (Nespresso) Project, HPB, Ministry of Manpower	3.02		3.02	23
3	2	TLSA	EDB	3.00	Shell Retail	2.95	1
4	10	Ogilvy	National Arts Council, Caterpillar Project, Netflix Project	3.37	FMCG Client Project	2.85	22
5	8	McCann WorldGroup	Oppo, Sanofi Pasteur, Donga-Stillen Project	2.20		2.20	19
6	4	TBWA	Go Daddy, Caltex Lubricants Project, Standard Chartered Project	2.13		2.13	9
7	5	J Walter Thompson	Manufacture Client	1.94		1.94	5
8	7	Saatchi & Saatchi	Finance Client	1.62		1.62	4
9	6	Y&R	Mediacorp Project, Kotak Bank Project	1.60		1.60	3
10	9	Dentsu	LTA, NEA	1.19		1.19	3
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	-	McGarryBowen	Acura NSX Project	0.50		0.50	1
15	14	Leo Burnett	Tourism Client	0.42		0.42	3
16	18=	Grey Group	GSK	0.40		0.40	1
17	15	GOVT	Mini, General Mills(Betty Crocker)	0.35		0.35	2
18	16	Jaab Global	Suzuki Project	0.30		0.30	1
19	17	SapientNitro	Retail Client	0.28		0.28	3
20	18=	M&C Saatchi	Shell Retail	0.05		0.05	1
21-	18=	BBDO		0.00		0.00	0
21-	18=	BBH		0.00		0.00	0
21-	18=	FCB		0.00		0.00	0
21-	18=	Havas Worldwide		0.00		0.00	0
						29.7	134

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / June 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	SUTD , DBS, H&M, SilkAir, EDB, National Arts Council, AVIVA	2.86		2.86	13
2	5	PHD	Ingram Micro, Volkswagen	2.50		2.50	4
3	2	Mindshare	AR Entertainment, King Living, Lexus / Borneo Motors, MCC Land	1.10	Starhub	0.74	6
4	3	Initiative	Reckitt Benckiser, Suntory Cerebos	0.60		0.60	3
5	9	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-	10	Universal McCann	Sony Pictures	0.49	HBO	0.07	4
9-	11	Carat	Starhub	0.47	OCBC Bank	0.07	4
11	12	OMD	Pandora Jewellery, Ministry of Health, Ministry of National Development Project	0.32	H&M	-0.01	5
12	13	MEC	Health Promotion Board	0.30	EDB	-0.06	1
13	14	Dentsu Media	FMCG Client	0.03	Tourism Client	-0.07	4
14	15	Havas Media	NETS, Longchamp, IE Singapore	0.50	DBS	-1.00	9
15	4	MediaCom	SingLand Home, NCSS, Saxo Capital Markets, Sony Electronics	0.60	Volkswagen	-1.40	8
						5.3	72

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.