



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / June 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	DDB	StarHub, DBS Bank, Manulife	8.95	SilkAir	8.25	16
2	1	BBH	SingTel	3.00		3.00	1
3	2	Publicis	Mandom Project	2.63		2.63	25
4	3	J Walter Thompson	Education Client	2.45		2.45	6
5	5	McCann WorldGroup	Sport Client	2.31		2.31	18
6	-	BLK J	Singapore Week of Innovation & Technology 2017, SPH Radio, Union Pay	1.30		1.30	3
7	17	Leo Burnett	BMW	1.28		1.28	5
8	6	Isobar	Finance Client	1.18		1.18	3
9	7	Y&R	SilkAir, NTUC healthcare Project	1.15		1.15	7
10	8	Saatchi & Saatchi	Finance Client	1.11		1.11	2
11	9	VML	INSEAD, ION Orchard	1.09		1.09	7
12	-	R/GA	Nikon Global (digital)	1.00		1.00	1
13	10	Ogilvy	Singapore Art Museum, SingTel B2B, Ministry of Manpower	3.86	SingTel	0.86	10
14-	11=	Hogarth	SingTel Digital Production	0.50		0.50	1
14-	11=	Goodstuph	SingTel Social	0.50		0.50	1
14-	-	Auditoire	National Heritage Board	0.50		0.50	1
17-	14=	Golin Singapore	Twitter communications	0.30		0.30	1
17-	14=	GOVT	Chang Sensory Trails Project	0.30		0.30	1
17-	14=	Arcade	Suntory Beverage & Food	0.30		0.30	1
20-	18=	BRCKTS	i.Dental (Social), Jing Hua Xiao Chi (Social)	0.20		0.20	2
						31.2	119

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / June 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	MediaCom	Uber, PSA Group	2.00		2.00	2
2	1	PHD	Resort World Sentosa, PropertyGuru, Great Eastern Life Assurance	1.00		1.00	8
3	3	OMD	The Learning Lab, Singapore Science Center	0.71	Standard Chartered Bank	0.41	5
4	4	Mindshare	DKSH, Combiphar (Eyemo)	0.40	Great Eastern Life Assurance	0.37	3
5	5	Carat	Standard Chartered Bank	0.35	Electrolux SEM	0.33	2
6	8	Havas Media	Wildlife Reserves, Michelin	0.26		0.26	3
7	6	Universal McCann	Harbourfront Center (Social Media), Land Transport Authority, DKSH	0.22		0.22	4
8	-	iProspect	AccorHotels	0.20		0.20	1
9	7	Vizeum	Feld Entertainment, Singapore Human Capital Summit 2017, Grab, Tiger Balm	0.16		0.16	5
10	12	dentsu X	E-commerce Client	0.13		0.13	7
11	10	Ecselis	CMC Markets (Digital)	0.05		0.05	1
12	11	Zenith	Hotel Client	0.15	Wildlife Reserves	0.03	1
13	13=	Starcom	TAFEP (Digital)	0.02		0.02	1
14	13=	Spark Foundry		0.00		0.00	0
15	13=	Initiative		0.00	Cambert (Fareast) Bio Oil	-0.04	0
16	9	MEC	Electrolux SEM, National Academy of Fine Arts	0.07	Michelin	-0.09	3
						5.1	46

### 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.