

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 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	J&J Baby, Ministry of Education, SC Johnson Project, Keppel Land	5.25	HPB	4.48	16
2	-	TLSA	EDB	3.00		3.00	1
3-	4	Cheil	Wine Client Project	0.90		0.90	3
3-	2	Publicis	HPB	0.90		0.90	11
5	3	J Walter Thompson	Manufacture Client	0.74		0.74	2
6	9	TBWA	Caltex Lubricants Project, Standard Chartered Project	0.73		0.73	5
7	10=	Saatchi & Saatchi	Finance Client	0.50		0.50	1
8	10=	Leo Burnett	Tourism Client	0.49		0.49	3
9	7	McCann WorldGroup	My Work Project, Elken Project	0.43		0.43	7
10	-	GOVT	Mini, General Mills(Betty Crocker)	0.35		0.35	2
11	-	Jaab Global	Suzuki Project	0.30		0.30	1
12	6	SapientNitro	Retail Client	0.28		0.28	3
13-	8	Ogilvy	Allianz Insurance Project	0.30	FMCG Client Project	0.23	1
13-	5	Y&R	Mediacorp Project	0.30	Caltex Lubricants Project	0.23	1
15-	10=	Grey Group		0.00		0.00	0
15-	10=	Dentsu		0.00		0.00	0
15-	10=	BBDO		0.00		0.00	0
15-	10=	M&C Saatchi		0.00		0.00	0
15-	10=	BBH		0.00		0.00	0
15-	10=	FCB		0.00		0.00	0
15-	10=	Havas Worldwide		0.00		0.00	0
15-	10=	Mullen Lowe		0.00		0.00	0
						13.5	57



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 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	DBS, H&M, SilkAir, EDB, National Arts Council	2.17		2.17	7
2	4	Initiative	Reckitt Benckiser	0.42		0.42	1
3	3	Maxus	OCBC Bank, Manulife Insurance Project, Toshiba	0.43	Saxo Capital Markets	0.35	3
4	11	MediaCom	NCSS, Saxo Capital Markets, Sony Electronics	0.33		0.33	5
5	2	OMD	Science Centre Singapore, Pandora Jewellery, Country Garden(Forest City)	0.54	H&M	0.31	4
6	6	PHD	Internet Client	0.20		0.20	1
7-	7	Mindshare	AR Entertainment	0.15		0.15	1
7-	9	Starcom	Singapore Land Authority	0.15		0.15	1
7-	-	ZOO Group	Singapore Land Authority	0.15		0.15	1
10	10	Vizeum	Finance Client	0.10		0.10	1
11	8	Dentsu Media	FMCG Client	0.03		0.03	4
12	5	MEC	Health Promotion Board	0.30	EDB	-0.06	1
13	12	Carat	IT Client	0.09	OCBC Bank	-0.31	2
14	13	Universal McCann		0.00	HBO	-0.35	0
15	14	Havas Media	NETS, Longchamp, Gardens by the Bay	0.18	DBS	-1.32	3
						2.3	35

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.