



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 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	-	BBH	SingTel	3.00		3.00	1
2	2	Isobar	Finance Client	1.18		1.18	3
3	6	Saatchi & Saatchi	Finance Client	1.11		1.11	2
4	5	Y&R	SilkAir, NTUC healthcare Project	1.08		1.08	6
5	4	Publicis	FMCG Client	0.98		0.98	21
6	8=	McCann WorldGroup	Sport Client	0.85		0.85	5
7	1	Ogilvy	SingTel B2B, Ministry of Manpower, CES Asia Project, Innosparks Project	3.79	SingTel	0.79	9
8	-	Hogarth	SingTel Digital Production	0.50		0.50	1
9	-	Goodstuph	SingTel Social	0.50		0.50	1
10	3	DDB	mySamsung, The National Council of Social Service (NCSS), Robinson	1.10	SilkAir	0.40	3
11	-	Golin Singapore	Twitter communications	0.30		0.30	1
12	-	VML	Asian Civilisations Museum Digital, Peranakan Museum Digital,	0.30		0.30	2
13	7	Leo Burnett	Energy Client	0.22		0.22	3
14	-	BRCKTS	i.Dental Social, Jing Hua Xiao Chi Social	0.20		0.20	2
15	-	Dragon Rouge	Bawah	0.10		0.10	1
16	-	8 MAD	Carousell Project	0.10		0.10	1
17-	8=	BBDO		0.00		0.00	0
17-	8=	Brandwatch		0.00		0.00	0
17-	8=	Cheil		0.00		0.00	0
17-	8=	Dentsu		0.00		0.00	0
						11.6	62



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 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	Uber	0.50		0.50	1
2	2	Zenith	Hotel Client	0.55	Wildlife Reserves	0.43	2
3	3	Mindshare	DKSH, Combiphar (Eyemo)	0.34		0.34	2
4	4	Carat	Standard Chartered Bank	0.30	Electrolux SEM	0.28	1
5	5	PHD	Ministry of Manpower Project, Cambert (Fareast) Bio Oil, Sunray Fresh	0.27		0.27	4
6	10=	Vizeum	Grab Planning, Tiger Balm Planning, George Weston Foods	0.15		0.15	3
7	6	Havas Media	Wildlife Reserves	0.08		0.08	1
8	-	Ecselis	CMC Markets (Digital)	0.05		0.05	1
9	7	MEC	Electrolux SEM	0.03		0.03	2
10	8	Dentsu Media	E-commerce Client	0.00		0.00	1
11	9	Universal McCann	Land Transport Authority	0.00		0.00	1
12=	10=	Maxus		0.00		0.00	0
12=	10=	MediaVest Spark		0.00		0.00	0
12=	10=	Starcom		0.00		0.00	0
15	10=	Initiative		0.00	Cambert (Fareast) Bio Oil	-0.04	0
16	16	OMD	AGENCY OF INTEGRATED CARE Project, Singapore Science Center	0.11	Standard Chartered Bank	-0.19	3
						1.9	22

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.