

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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	JNTO, MCI, American Express, Manulife	6.22	HPB	5.34	21
2	3	TLSA	EDB	3.00		3.00	1
3	2	Publicis	HPB, Ministry of Manpower	2.94		2.94	22
4	6	TBWA	Go Daddy, Caltex Lubricants Project, Standard Chartered Project	2.13		2.13	9
5	7	J Walter Thompson	Manufacture Client	1.94		1.94	5
6	4	Y&R	Mediacorp Project, Kotak Bank Project	1.60		1.60	3
7	5	Saatchi & Saatchi	Finance Client	1.58		1.58	3
8	9	McCann WorldGroup	TAFEP Project, My Work Project, Elken Project	1.21		1.21	15
9	10	Dentsu	LTA, NEA	1.19		1.19	3
10	12=	Ogilvy	Nestle Health Sciences, Unilever Project, BRF Asia	1.45	FMCG Client Project	0.93	11
11	8	Cheil	Wine Client Project	0.90		0.90	3
12	11	Isobar	IT Client	0.66		0.66	3
13	-	Tribal Worldwide	Heineken	0.60		0.60	1
14	12=	Leo Burnett	Tourism Client	0.42		0.42	3
15	14	GOVT	Mini, General Mills(Betty Crocker)	0.35		0.35	2
16	15	Jaab Global	Suzuki Project	0.30		0.30	1
17	16	SapientNitro	Retail Client	0.28		0.28	3
18=	17=	Grey Group		0.00		0.00	0
18=	17=	BBDO		0.00		0.00	0
18=	17=	M&C Saatchi		0.00		0.00	0
18=	17=	BBH		0.00		0.00	0
18=	17=	FCB		0.00		0.00	0
18=	17=	Havas Worldwide		0.00		0.00	0
						25.4	109

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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, AVIVA	2.76		2.76	12
2	7	Mindshare	AR Entertainment, King Living, Lexus / Borneo Motors, MCC Land	1.10	Starhub	0.74	6
3	2	Initiative	Reckitt Benckiser, Suntory Cerebos	0.60		0.60	3
4	3	MediaCom	NCSS, Saxo Capital Markets, Sony Electronics, Central Provident Fund	0.50		0.50	6
5	4	PHD	Ingram Micro	0.50		0.50	3
6	6	Starcom	Singapore Arts Museum, First Campus, Redmart	0.32		0.32	5
7	8	Maxus	OCBC Bank, Manulife Insurance Project, Toshiba	0.43	Saxo Capital Markets	0.18	3
8	9	ZOO Group	Singapore Land Authority	0.15		0.15	1
9	10	Vizeum	Finance Client	0.10		0.10	1
10	5	Universal McCann	Sony Pictures	0.49	HBO	0.07	4
11	14	Carat	Starhub	0.45	OCBC Bank	0.05	3
12	11	OMD	Pandora Jewellery, Ministry of Health, Ministry of National Development Project	0.32	H&M	-0.01	5
13	12	MEC	Health Promotion Board	0.30	EDB	-0.06	1
14	13	Dentsu Media	FMCG Client	0.03	Tourism Client	-0.07	4
15	15	Havas Media	NETS, Longchamp, IE Singapore	0.38	DBS	-1.12	7
						4.7	64

### 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.