



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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	BBH	SingTel	3.00		3.00	1
2	2	Publicis	Mandom Project	2.63		2.63	25
3	3	J Walter Thompson	Education Client	2.45		2.45	6
4	7=	DDB	GIC, Singapore Tourism Board, May Bank	2.61	SilkAir	1.91	12
5	4	McCann WorldGroup	Sport Client	1.46		1.46	15
6	5	Isobar	Finance Client	1.18		1.18	3
7	7=	Y&R	SilkAir, NTUC healthcare Project	1.15		1.15	7
8	6	Saatchi & Saatchi	Finance Client	1.11		1.11	2
9	12=	VML	Info-comms Media Development Authority, Circles Life, Temasek	1.08		1.08	5
10	9	Ogilvy	Singapore Art Museum, SingTel B2B, Ministry of Manpower	3.86	SingTel	0.86	10
11-	10=	Hogarth	SingTel Digital Production	0.50		0.50	1
11-	10=	Goodstuph	SingTel Social	0.50		0.50	1
14-	12=	Golin Singapore	Twitter communications	0.30		0.30	1
14-	12=	GOVT	Chang Sensory Trails Project	0.30		0.30	1
14-	12=	Arcade	Suntory Beverage & Food	0.30		0.30	1
17	16	Leo Burnett	Energy Client	0.28		0.28	4
18-	17	BRCKTS	i.Dental Social, Jing Hua Xiao Chi Social	0.20		0.20	2
18-	20	BBDO	AIA Project	0.20		0.20	1
18-	-	ZENO	Pizza Hut Project	0.20		0.20	1
20	18=	Dragon Rouge	Bawah	0.10		0.10	1
						19.7	100



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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	PHD	Resort World Sentosa, PropertyGuru, Great Eastern Life Assurance	1.00		1.00	8
2	2	MediaCom	Uber	0.50		0.50	1
3	4	OMD	The Learning Lab, Singapore Science Center	0.71	Standard Chartered Bank	0.41	5
4	6	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	7	Universal McCann	Harbourfront Center (Social Media), Land Transport Authority, DKSH	0.22		0.22	4
7	8	Vizeum	Singapore Human Capital Summit 2017, Grab, Tiger Balm, George Weston Foods	0.16		0.16	4
8	9	Havas Media	Wildlife Reserves	0.11		0.11	2
9	11	MEC	Electrolux SEM, National Academy of Fine Arts	0.07		0.07	3
10	10	Ecselis	CMC Markets (Digital)	0.05		0.05	1
11	3	Zenith	Hotel Client	0.15	Wildlife Reserves	0.03	1
12	12	dentsu X	E-commerce Client	0.00		0.00	1
13-	13=	MediaVest Spark		0.00		0.00	0
13-	13=	Starcom		0.00		0.00	0
13-	13=	Initiative		0.00	Cambert (Fareast) Bio Oil	-0.04	0
						3.2	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.