



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 2018

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	Hotels.com Asia, Glico, The Singapore Bicentennial (E-book)	9.08	Starhub	7.08	19
2	2	Ogilvy	National Council of Social Services, Nestle Purina Felix Project	5.96		5.96	12
3	3	Dentsu	M1, Land Transport Authority (Media Planning), BMS Project	4.70		4.70	9
4	4	Publicis	Mercedes-Benz, Ricola	3.80		3.80	3
5	5	BLK J	Starhub	2.00		2.00	1
6	6	Leo Burnett	ExxonMobil, Abbott Pediasure, Abbott- GLUCERNA, Pan Pacific Hotel Group	1.75		1.75	7
7	7	Saatchi & Saatchi	CPF, KraftHeinz - Jif Jaf Project	1.47		1.47	4
8	9	VML	Apollo Tyres, Bandai Namco, SG Enable, Zuellig Pharma	1.30		1.30	10
9	8	Isobar	FMCG Client	1.06		1.06	5
10	10	Happy Marketer	NTUC Income Digital, The Coffee Bean & Tea Leaf	0.60		0.60	2
11	11	Digitas	Visa Project, Lenovo Project, Roche Project	0.58		0.58	3
12=	12=	Protocol	Starhub (Social), Raffles City (Social), F&B Seasons (Social)	0.50		0.50	5
12=	12=	Hashtag Interactive	Maybank Digital	0.50		0.50	1
14	15=	McCann WorldGroup	IT Client	0.30		0.30	2
15	14	Arcade	Ferrero Asia Pacific Project, The Great Eastern Life Assurance	0.24		0.24	2
16=	15=	Havas Worldwide	Kia Motors	0.20		0.20	1
16=	15=	Lion & Lion	Virgin Active Digital	0.20		0.20	1
16=	15=	One9ninetly	LEDVANCE Social	0.20		0.20	1
19=	19	Prodigious	Halcyon Agri Project	0.10		0.10	2
19=	36	Tribal Worldwide		0.10		0.10	1
						30.0	98



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 2018

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	9	PHD	HSBC, Far East Organization, Lamborghini	1.22		1.22	4
2	1	Havas Media	Cycle & Carrage, Esplanade	1.01		1.01	2
3	18	Carat	Microsoft	1.00	The Body Shop	0.93	1
4	3	OMD	Keppel Land, Qantas	0.40	VivoCity	0.37	2
5	4	Zenith	National Arts Council	0.33		0.33	2
6	13	dentsu X	Car Client	0.31		0.31	6
7	5	Publicis Groupe	Campbell Soup	0.30		0.30	1
8	6	Lion & Lion	Virgin Active Digital	0.25		0.25	1
9	7=	Vizeum	VivoCity, Komoco Motors, Kalbe International, Jeep Chrysler Automotive Singapore	0.24		0.24	7
10	7=	Spark Foundry	Marriott	0.23		0.23	1
11	19	Universal McCann	NCSS, LGT Private Banking	0.35	Esplanade	0.21	2
12=	10=	JCDecaux SA	Land Transport Authority OOH	0.15		0.15	1
12=	10=	Starcom	The Body Shop, Banyan Tree Group	0.48	Komoco Motors	0.15	2
14	12	M2M	MSIG Insurance	0.13		0.13	1
15	15	SapientRazorfish	Marriott	0.03		0.03	1
16	16	Initiative		0.00		0.00	0
17	17	iProspect		0.00	Genting	-0.03	0
18	14	MediaCom	Bose	0.05		-0.25	1
19	2	Mindshare	Deliveroo, Ministry of Culture, Community and Youth	0.48	Kalbe International	-0.56	9
20	20	Wavemaker	Genting, Samsonite, Info-communications Media Development Authority	0.08	Banyan Tree Group	-2.28	4
						2.7	48

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.