

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Aug 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	Ogilvy	Ministry of Manpower Project, Midea Project, Changi Airport Group-Social Campaign Project	8.87		8.87	26
2	3	DDB	Career Connect Work Force Singapore, Hotels.com Asia, Glico	11.72	Samsung Electronics visual display	7.22	32
3	2	Publicis	Tiger Beer, Genting Cruise Lines Project, Mercedes-Benz	6.83		6.83	9
4	4	Dentsu	M1, Land Transport Authority (Media Planning), BMS Project	4.70		4.70	9
5	5	Leo Burnett	Samsung Electronics visual display, McDonalds, ExxonMobil	4.25		4.25	9
6	6	Saatchi & Saatchi	Cathay Pacific, CPF, KraftHeinz - Jif Jaf Project	3.21		3.21	9
7	7	BLK J	Starhub	2.00		2.00	1
8	8	VML	Apollo Tyres, Bandai Namco, SG Enable, Zuellig Pharma	1.30		1.30	10
9	19	Arcade	Unilever - AHC Project, Shangri-la Project, Daimler Project, Ferrero Asia Pacific Project	1.24		1.24	5
10	9	Happy Marketer	Heinemann Digital, NTUC Income Digital, The Coffee Bean & Tea Leaf	1.10		1.10	4
11	10	Isobar	FMCG Client	1.06		1.06	5
12	12	Digitas	Tourism New Zealand Project, visa Project, Lenovo Project, Roche Project	0.76		0.76	4
13	11	J Walter Thompson	Nikon Digital	1.80	Abbott- GLUCERNA	0.63	5
14-	13=	Protocol	Starhub (Social), Raffles City (Social), F&B Seasons (Social)	0.50		0.50	5
14-	13=	Hashtag Interactive	Maybank Digital	0.50		0.50	1
14-	13=	Goodstuph	EDB Social Media	0.50		0.50	1
17-	17=	MullenLowe Group	UnionPay ASEAN	0.30		0.30	1
17-	17=	KRDS	Frasers Hospitality Social Media	0.30		0.30	1
19	20	Lion & Lion	Virgin Active Digital	0.20		0.20	1
20	21	One9ninetly	LEDVANCE Social	0.20		0.20	1
						42.7	154

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Aug 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	3	MediaCom	Singapore Govt Retained, AIA International Ltd., Pentland Groupm, Mars	3.18	Revlon Global	2.48	16
2	1	OMD	Singtel, Keppel Land, Qantas	2.40	VivoCity	2.37	4
3	2	Mindshare	CapitaLand, Ministry of Manpower Project, Housing Development Board, Hong Kong Airport Authority	2.35	TANGS	2.00	20
4	4	Spark Foundry	Marriott, Lenovo	0.77		0.77	3
5	5	PHD	Porsche APAC - SEM Transition, VW Aftersales, HSBC	0.68	Sports Client	0.65	8
6	7	Carat	Microsoft	1.38	Bank of Singapore	0.56	2
7	8	Initiative	Revlon Global	0.56		0.56	3
8	6	Universal McCann	NCSS, LGT Private Banking	0.78	Cathay Pacific	0.46	3
9	9	dentsu X	Car Client	0.40		0.40	7
10	10	Vizeum	VivoCity, Komoco Motors, Kalbe International, Jeep Chrysler Automotive Singapore	0.39		0.39	8
11	11	Zenith	National Arts Council, Macallan (Edrington Group)	0.38		0.38	3
12	13	Starcom	TANGS, The Body Shop, Banyan Tree Group	0.90	Mars Buying	0.33	4
13	12	Lion & Lion	Virgin Active Digital	0.25		0.25	1
14	14	JCDecaux SA	Land Transport Authority OOH	0.15		0.15	1
15	15	M2M	MSIG Insurance	0.13		0.13	1
16	16	SapientRazorfish	Marriott	0.03		0.03	1
17	17	Publicis Groupe		0.00		0.00	0
18	18	iProspect		0.00	Genting	-0.03	0
19	19	Havas Media	Poh Heng Jewellery Village AOR, Cycle & Carrage, Esplanade	1.59	CapitaLand	-1.19	5
20	20	Wavemaker	OCBC Bank, Bank of Singapore, Genting, Samsonite	0.60	Singapore Govt	-2.29	7
						<b>8.4</b>	<b>97</b>

#### 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.