



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 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	2	DDB	HPB Health Hub App, FWD, Martell	9.45	SilkAir	6.25	44
2	1	McCann WorldGroup	Sport Client	5.87		5.87	40
3	3	BLK J	Singapore Week of Innovation & Technology 2017, SPH Radio, Union Pay	4.10		4.10	6
4	4	J Walter Thompson	PPHG, Asahi (Carlsberg) Project	4.48	Abbott Project	3.98	9
5	6	Ogilvy	MCCY, Zwoop Project, Philips Project	6.52	SingTel	3.52	23
6	7	BBH	SingTel	3.00		3.00	1
7	5	Publicis	Qantas Airways Limited Project, Scoot/Tiger, Mandom Project, Essilor Project	3.91	Scoot//Tiger	2.91	30
8	10	Y&R	SilkAir, NTUC healthcare Project	2.08		2.08	11
9	8	Isobar	Finance Client	1.99		1.99	10
10	9	Leo Burnett	BMW, Abbott Project	1.78		1.78	6
11	26	BBDO	Tiger Beer, AIA Project	1.40		1.40	2
12	11	VML	NCS, Temasek, Jurong Town Corporation	1.15		1.15	10
13	13	R/GA	Nikon Global (digital)	1.00		1.00	1
14	14	Dentsu	FMCG Client	0.99		0.99	8
15	12	Saatchi & Saatchi	FWD Digital	1.12	FWD	0.82	3
16	39	TBWA	U Mobile	0.54		0.54	2
17	-	Iris Worldwide	FMCG Client	0.52		0.52	8
18-	15=	Auditoire	National Heritage Board	0.50		0.50	1
18-	15=	Goodstuph	SingTel Social	0.50		0.50	1
18-	15=	Hogarth	SingTel Digital Production	0.50		0.50	1
						47.1	241

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 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	Singapore Govt, Akzo Nobel Paints, Oceanic Group	3.03		3.03	8
2	3	Mindshare	Unilever Communications Planning, Singapore Navy, Grab, Manulife	2.48	Kimberly-Clark	2.21	18
3	2	Initiative	Lego	2.00	Cambert (Fareast) Bio Oil	1.96	3
4	4	PHD	Far East Organisation, Porsche APAC - SEM Transition Project, VW Aftersales Project	1.55		1.15	12
5	5	GroupM	LVMH	1.00		1.00	1
6=	6=	Universal McCann	Singapore Institute of Management, SingEx, Nexus	0.83		0.83	12
6=	6=	Wavemaker	Audemars Piguet, Pfizer Consumer Health, Dairy Farm, Kimberly-Clark	1.00	Michelin	0.83	8
8	9	Havas Media	Wildlife Reserves, Michelin, Cycle & Carriage 6 Brands	0.70		0.70	11
9	8	OMD	NETS, The Learning Lab, GovTech, Agency of Integrated Care	1.43	Audemars Piguet	0.48	17
10	10	iProspect	AccorHotels	0.20		0.20	1
11	11	Carat	Coca-Cola, Standard Chartered Bank	0.41	Lego	0.13	5
12	12	Starcom	Ministry of Social and Family Development Project, Kraft Heinz, TAFEP (Digital)	0.66	GovTech	0.12	4
13	13	Ecselis	CMC Markets (Digital)	0.05		0.05	1
14	14	dentsu X	E-commerce Client	0.19	Oakwood Premier OUE Singapore	0.01	11
15	15	Spark Foundry		0.00		0.00	0
16	16	Vizeum	Fortinet, Ngee Ann Polytechnic Project, Abbott Laboratories(Digital)	0.23	Marina Bay Sands	-0.30	13
17	17	Zenith	MUFG Bank, Luxasia, MCI Whole of Government	0.37	Sanofi	-0.88	5
						10.3	121

### 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.