

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 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	Samsonite Regional, PUB, Singapore University of Social Sciences (SUSS), Career Connect Work Force Singapore	15.59	Samsung Electronics visual display	11.29	43
2	2	Ogilvy	Go-Jek, Advisors Asset Management Project, Ministry of Manpower - PR, Social, Content for Money Sense Project, HOOQ Digital Pte Ltd - Brand Building Project	9.75		9.75	35
3	3	Leo Burnett	Cathay Pacific, Samsung Electronics visual display, McDonalds, ExxonMobil	6.48		6.48	12
4	4	Publicis	Tiger Beer, Genting Cruise Lines Project, Mercedes-Benz Siemens Home Appliances, Cathay Pacific, CPF, KraftHeinz - Jif Jaf Project	6.22		6.22	9
5	5	Saatchi & Saatchi	M1, Land Transport Authority (Media Planning), BMS Project	5.62		5.62	12
6	6	Dentsu	WSH Council, DJI GLOBAL	4.70	Tourism Australia	4.70	9
7	7	BBDO	Starhub	4.60		2.81	3
8	8	BLK J	FMCG Client	2.00		2.00	1
9	14	Isobar	Changi Airport Group, The Public Utilities Board, Skoda	1.86		1.86	10
10	9	Tribal Worldwide	Midea Washing Machine, Vitasoy, Honma Golf, Dupont-Coteva	1.60	Abbott- GLUCERNA	1.60	3
11	10	J Walter Thompson	Apollo Tyres, Bandai Namco, SG Enable, Zuellig Pharma	2.68		1.51	32
12	11	VMLY&R	Unilever - AHC Project, Shangri-la Project, Daimler Project, Ferrero Asia Pacific Project	1.30		1.30	10
13	12	Arcade	Heinemann Digital, NTUC Income Digital, The Coffee Bean & Tea Leaf	1.27		1.27	9
14	13	Happy Marketer	Netflix, YouTube	1.10		1.10	4
15	15	R/GA	Tourism New Zealand Project, Visa Project, Lenovo Project, Roche Project	1.00		1.00	2
16	16	Digitas	Starhub (Social), Raffles City (Social), F&B Seasons (Social)	0.92		0.92	6
17-	17=	Protocol	Maybank Digital	0.50		0.50	5
17-	17=	Hashtag Interactive	EDB Social Media	0.50		0.50	1
17-	17=	Goodstuph	Singapore International Foundation, Frasers Hospitality Social Media	0.50		0.50	1
17-	17=	KRDS		0.50		0.50	2
						61.4	230

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 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	OMD	Daimler, Singtel, Keppel Land	3.38	Luxtottica	3.14	8
2	3	MediaCom	Singapore Govt Retained, AIA International Ltd., Pentland Groupm, Mars	3.29	Revlon Global	2.59	17
3	2	Starcom	Singapore Govt, TANGS, The Body Shop, Banyan Tree Group	3.65	Mars Buying	2.26	5
4	4	Zenith	Luxtottica, Happy Fresh (Performics), Lactalis, Ralph Lauren	2.07		2.07	10
5	6	Carat	Microsoft	2.60	Bank of Singapore	1.72	6
6	7	Spark Foundry	Lenovo / Motorola, Marriott	1.21		1.21	5
7	5	Mindshare	BP, General Mills, CapitalLand, Ministry of Manpower Project	3.09	TANGS	1.00	25
8	21=	Dentsu Aegis Network	Intel	0.74		0.74	6
9	8	Initiative	Revlon Global	0.67		0.67	5
10	9	Universal McCann	NCSS, LGT Private Banking	0.93	Cathay Pacific	0.61	4
11	10	Vizeum	VivoCity, Komoco Motors, Kaibe International, Jeep Chrysler Automotive Singapore	0.44		0.44	10
12	12	dentsu X	Car Client	0.49		0.44	8
13	13	Lion & Lion	Virgin Active Digital	0.25		0.25	1
14	11	PHD	Porsche APAC - SEM Transition, VW Aftersales, HSBC	0.68	Sports Client	0.17	8
15	14	JCDecaux SA	Land Transport Authority OOH	0.15		0.15	1
16	15	M2M	MSIG Insurance	0.13		0.13	1
17	21=	MullenLowe Mediahub	Dropbox Global	0.07		0.07	3
18	16	SapientRazorfish	Marriott	0.03		0.03	1
19	17	Publicis Groupe		0.00		0.00	0
20	21=	Ecselis		0.00		0.00	0
						15.6	146

### 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.