



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 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	4	DDB	Health Promotion Board, DBS Bank, Great Eastern	5.75		5.75	11
2	1	Ogilvy	Changi Airport Group, IMA Project, Kinofy Project	4.01		4.01	6
3	2	Publicis	Mercedes-Benz	3.00		3.00	2
4	3	Dentsu	Land Transport Authority (Media Planning), Borneo Motors Singapore (BMS) Project	2.44		2.44	5
5	5	Leo Burnett	Abbott Pediasure	0.64		0.64	4
6	-	Happy Marketer	NTUC Income Digital, The Coffee Bean & Tea Leaf	0.60		0.60	2
7	-	Protocol	Starhub (Social), Raffles City (Social), F&B Seasons (Social)	0.50		0.50	5
8	6	Saatchi & Saatchi	KraftHeinz - Jif Jaf Project	0.37		0.37	2
9	7	Arcade	Ferrero Asia Pacific Project	0.22		0.22	1
10-	8	Havas Worldwide	Kia Motors	0.20		0.20	1
10-	34	Lion & Lion	Virgin Active Digital	0.20		0.20	1
10-	-	One9ninet	LEDVANCE Social	0.20		0.20	1
13	10=	VML	Bandai Namco, SG Enable, Zuellig Pharma	0.08		0.08	4
14	-	Prodigious	Halcyon Agri Project	0.04		0.04	1
15	10=	McCann WorldGroup		0.00		0.00	0
16	10=	BLK J		0.00		0.00	0
17	10=	BBH		0.00		0.00	0
18	10=	Y&R		0.00		0.00	0
19	10=	Isobar		0.00		0.00	0
20	10=	R/GA		0.00		0.00	0
						7.9	21

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 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	Havas Media	Cycle & Carrage, Esplanade	1.01		1.01	2
2	3	Mindshare	HBO, PCCW, Apple (SEO), Pigeon (Social)	0.41		0.41	7
3	2	OMD	Keppel Land, Qantas	0.40	VivoCity	0.37	2
4	-	Publicis Groupe	Campbell Soup	0.30		0.30	1
5	-	Lion & Lion	Virgin Active Digital	0.25		0.25	1
6	7=	Spark Foundry	Marriott	0.23		0.23	1
7	4	PHD	Far East Organization, Lamborghini	0.21		0.21	2
8	-	JCDecaux SA	Land Transport Authority OOH	0.15		0.15	1
9	-	M2M	MSIG Insurance	0.13		0.13	1
10	5	dentsu X	Car Client	0.07		0.07	1
11	6	MediaCom	Bose	0.05		0.05	2
12	7=	Vizeum	VivoCity	0.03		0.03	2
13	-	SapientRazorfish	Marriott	0.03		0.03	1
14-	7=	Initiative		0.00		0.00	0
14-	7=	Zenith		0.00		0.00	0
16	7=	iProspect		0.00	Genting	-0.03	0
17	14	Carat		0.00	The Body Shop	-0.08	0
18	15	Starcom	The Body Shop	0.08	Far East Organization	-0.13	1
19	16	Universal McCann		0.00	Esplanade	-0.14	0
20	17	Wavemaker	Genting, Samsonite, Info-communications Media Development Authority	0.08	Cycle & Carrage	-1.84	4
						1.0	29

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.