



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 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	5	Ogilvy	Changi Airport Group, Pizza Hut, Nestle Health Sciences Project	3.90		3.90	4
2	7	Publicis	Mercedes-Benz	2.40		2.40	1
3	14	Dentsu	Subway, Land Transport Authority (Media Planning), Borneo Motors Singapore (BMS) Project	2.03		2.03	4
4	1	DDB	McDonald's McDelivery, Samsonite, McDonald's McDelivery	0.90		0.90	3
5	10	Leo Burnett	Abbott Pediasure	0.64		0.64	4
6	15	Saatchi & Saatchi	KraftHeinz - Jif Jaf Project	0.37		0.37	2
7	22	Arcade	Ferrero Asia Pacific Project	0.22		0.22	1
8	44	Havas Worldwide	Kia Motors	0.20		0.20	1
9	41	Grey Group		0.20		0.20	1
10-	2	McCann WorldGroup		0.00		0.00	0
10-	3	BLK J		0.00		0.00	0
10-	6	BBH		0.00		0.00	0
10-	8	Y&R		0.00		0.00	0
10-	9	Isobar		0.00		0.00	0
10-	12	VML		0.00		0.00	0
10-	13	R/GA		0.00		0.00	0
10-	16	TBWA		0.00		0.00	0
10-	17	Iris Worldwide		0.00		0.00	0
10-	18=	Auditoire		0.00		0.00	0
10-	18=	Goodstuph		0.00		0.00	0
						7.9	21



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 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	8	Havas Media	Cycle & Carrage, Esplanade	1.01		1.01	2
2	9	OMD	Keppel Land, Qantas	0.40		0.40	2
3	2	Mindshare	HBO	0.33		0.33	3
4	4	PHD	Far East Organization	0.21		0.21	1
5	14	dentsu X	Car Client	0.07		0.07	1
6	1	MediaCom	Bose	0.05		0.05	2
7-	3	Initiative		0.00		0.00	0
7-	5	GroupM		0.00		0.00	0
7-	10	iProspect		0.00		0.00	0
7-	13	Ecselis		0.00		0.00	0
7-	15	Spark Foundry		0.00		0.00	0
7-	16	Vizeum		0.00		0.00	0
7-	17	Zenith		0.00		0.00	0
14	11	Carat		0.00	The Body Shop	-0.08	0
15	12	Starcom	The Body Shop	0.08	Far East Organization	-0.13	1
16	6=	Universal McCann		0.00	Esplanade	-0.14	0
17	6=	Wavemaker		0.03	Cycle & Carrage	-1.31	1
						0.4	13

#### 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.