



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2019

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	28	TBWA	Singapore Airlines, Hilton	3.30		3.3	2
2	7	BBDO	CDL Projects, Hilton Projects	1.00		1.0	2
3	4	Publicis	Electronics Client	0.75		0.8	1
4	1	DDB	Workforce Singapore, Manulife	0.60		0.6	2
5	2	Ogilvy	Corteva Agriscience Project	0.30		0.3	1
6	13	Happy Marketer	OneConnect Financial Technology	0.30		0.3	1
7	3	Leo Burnett	Milk Powder Client	0.23		0.2	1
8	16	Digitas	Great Eastern Media	0.15		0.1	1
9	-	Accenture Interactive	Arla	0.04		0.0	1
10	37	We Are Social		0.00		0.0	0
						6.6	12



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2019

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	7	Mindshare	United Overseas Bank (UOB)	1.24		1.2	3
2	1	OMD	Beiersdorf	0.95		1.0	9
3	23	Wavemaker	SPH and Kajima Development, Parkway Cancer Centre Project, Foxwood Wills Services Project	0.13		0.1	6
4	14	PHD	Singapore Airlines	0.11		0.1	1
5	11	Vizeum	MYOB	0.00		0.0	1
6	4	Zenith		0.00	United Overseas Bank (UOB)	-1.2	0
						1.2	20

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.