

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / July 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	2	Ogilvy	KL Convention Centre Project, Resorts World Sentosa (Crisis Comms) Project	7.60		7.60	20
2	5	Publicis	Mercedes-Benz, Ricola	7.58		7.58	8
3	1	DDB	Hotels.com Asia, Glico, The Singapore Bicentennial (E-book)	11.65	Samsung Electronics visual display	7.15	31
4	3	Dentsu	M1, Land Transport Authority (Media Planning), BMS Project	4.70		4.70	9
5	4	Leo Burnett	Samsung Electronics visual display, McDonalds, ExxonMobil	4.25		4.25	9
6	6	Saatchi & Saatchi	CPF, KraftHeinz - Jif Jaf Project	2.31		2.31	7
7	7	BLK J	Starhub	2.00		2.00	1
8	8	VML	Apollo Tyres, Bandai Namco, SG Enable, Zuellig Pharma	1.30		1.30	10
9	9	Happy Marketer	Heinemann Digital, NTUC Income Digital, The Coffee Bean & Tea Leaf	1.10		1.10	4
10	10	Isobar	FMCG Client	1.06		1.06	5
11	11	J Walter Thompson	Nikon Digital	1.80	Abbott- GLUCERNA	0.63	5
12	12	Digitas	Visa Project, Lenovo Project, Roche Project	0.58		0.58	3
13-	13=	Protocol	Starhub (Social), Raffles City (Social), F&B Seasons (Social)	0.50		0.50	5
13-	13=	Hashtag Interactive	Maybank Digital	0.50		0.50	1
13-	13=	Goodstuph	EDB Social Media	0.50		0.50	1
16	16=	McCann WorldGroup	IT Client	0.47		0.47	7
17-	16=	MullenLowe Group	UnionPay ASEAN	0.30		0.30	1
17-	16=	KRDS	Frasers Hospitality Social Media	0.30		0.30	1
19	19	Arcade	Ferrero Asia Pacific Project, The Great Eastern Life Assurance	0.24		0.24	2
20	21	Lion & Lion	Virgin Active Digital	0.20		0.20	1
						41.0	140

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / July 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	Singtel, Keppel Land, Qantas	2.40	VivoCity	2.37	4
2	2	Mindshare	Hong Kong Airport Authority, Deliveroo, Ministry of Culture	1.48	Kalbe International	1.26	15
3	14	MediaCom	Mars, Singapore Govt, Ministry of Social and Family	1.64	Revlon Global	0.94	8
4	3	Spark Foundry	Marriott, Lenovo	0.73		0.73	2
5	5	PHD	Porsche APAC - SEM Transition, VW Aftersales, HSBC	0.68		0.65	8
6	13	Universal McCann	NCSS, LGT Private Banking	0.78	Esplanade	0.64	3
7	4	Carat	Microsoft	1.38	Bank of Singapore	0.60	2
8	11	Initiative	Revlon Global	0.56		0.56	3
9	7	dentsu X	Car Client	0.40		0.40	7
10	8	Vizeum	VivoCity, Komoco Motors, Kalbe International, Jeep Chrysler Automotive Singapore	0.39		0.39	8
11	9	Zenith	National Arts Council, Macallan (Edrington Group)	0.38		0.38	3
12	12	Lion & Lion	Virgin Active Digital	0.25		0.25	1
13	6	Starcom	The Body Shop, Banyan Tree Group	0.78	Mars Buying	0.21	3
14	15	JCDecaux SA	Land Transport Authority OOH	0.15		0.15	1
15	16	M2M	MSIG Insurance	0.13		0.13	1
16	17	SapientRazorfish	Marriott	0.03		0.03	1
17	18	Publicis Groupe		0.00		0.00	0
18	19	iProspect		0.00	Genting	-0.03	0
19	10	Havas Media	Cycle & Carrage, Esplanade	1.52	Bicentennial	-0.63	4
20	20	Wavemaker	OCBC Bank, Bank of Singapore, Genting, Samsonite	0.60	Marriott	-2.19	7
						6.8	81

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.