



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / June 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                 | Hotels.com Asia, Glico, The Singapore Bicentennial (E-book)                | 10.02                                | Starhub          | 8.02                                    | 24          |
| 2               | 2               | Ogilvy              | KL Convention Centre Project, Resorts World Sentosa (Crisis Comms) Project | 7.15                                 |                  | 7.15                                    | 17          |
| 3               | 3               | Dentsu              | M1, Land Transport Authority (Media Planning), BMS Project                 | 4.70                                 |                  | 4.70                                    | 9           |
| 4               | 7               | Leo Burnett         | ExxonMobil, Abbott Pediasure, Abbott- GLUCERNA, Pan Pacific Hotel Group    | 3.75                                 |                  | 3.75                                    | 8           |
| 5               | 4               | Publicis            | Mercedes-Benz, Ricola  | 3.32                                 |                  | 3.32                                    | 3           |
| 6               | 5               | Saatchi & Saatchi   | CPF, KraftHeinz - Jif Jaf Project  | 2.31                                 |                  | 2.31                                    | 7           |
| 7               | 6               | 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               | 10              | Happy Marketer      | Heinemann Digital, NTUC Income Digital, The Coffee Bean & Tea Leaf         | 1.10                                 |                  | 1.10                                    | 4           |
| 10              | 9               | 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-             | -               | MullenLowe Group    | UnionPay ASEAN   | 0.30                                 |                  | 0.30                                    | 1           |
| 16-             | 16=             | McCann WorldGroup   | IT Client  | 0.30                                 |                  | 0.30                                    | 2           |
| 16-             | 16=             | KRDS                | Frasers Hospitality Social Media   | 0.30                                 |                  | 0.30                                    | 1           |
| 19              | 18              | Arcade              | Ferrero Asia Pacific Project, The Great Eastern Life Assurance             | 0.24                                 |                  | 0.24                                    | 2           |
| 20              | 19=             | Havas Worldwide     | Kia Motors   | 0.20                                 |                  | 0.20                                    | 1           |
|                 |                 |                     |  |                                      |                  | 36.7                                    | 119         |

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / June 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   | 1.40                                 | VivoCity            | 1.37                                    | 3           |
| 2               | 8               | Mindshare        | Deliveroo, Ministry of Culture, Community and Youth, Bicentennial                | 1.21                                 | Kalbe International | 1.08                                    | 14          |
| 3               | 11              | Spark Foundry    | Marriott, Lenovo   | 0.73                                 |                     | 0.73                                    | 2           |
| 4               | 2               | Carat            | Microsoft  | 1.38                                 | Bank of Singapore   | 0.60                                    | 2           |
| 5               | 3               | PHD              | Porsche APAC - SEM Transition, VW Aftersales, HSBC                               | 0.59                                 |                     | 0.56                                    | 7           |
| 6               | 5               | Starcom          | The Body Shop, Banyan Tree Group   | 0.78                                 | Komoco Motors       | 0.45                                    | 3           |
| 7               | 9               | dentsu X         | Car Client   | 0.40                                 |                     | 0.40                                    | 7           |
| 8               | 6               | Vizeum           | VivoCity, Komoco Motors, Kalbe International, Jeep Chrysler Automotive Singapore | 0.39                                 |                     | 0.39                                    | 8           |
| 9               | 7               | Zenith           | National Arts Council, Macallan (Edrington Group)                                | 0.38                                 |                     | 0.38                                    | 3           |
| 10              | 4               | Havas Media      | Cycle & Carrage, Esplanade   | 1.52                                 | Bicentennial        | 0.37                                    | 4           |
| 11              | 16              | Initiative       | Revlon Global  | 0.28                                 |                     | 0.28                                    | 2           |
| 12              | 10              | Lion & Lion      | Virgin Active Digital  | 0.25                                 |                     | 0.25                                    | 1           |
| 13              | 12              | Universal McCann | NCSS, LGT Private Banking  | 0.35                                 | Esplanade           | 0.21                                    | 2           |
| 14              | 19              | MediaCom         | Singapore Govt, Ministry of Social and Family, adidas Buying, Hilton Global      | 0.90                                 | Revlon Global       | 0.20                                    | 5           |
| 15              | 13              | JCDecaux SA      | Land Transport Authority OOH   | 0.15                                 |                     | 0.15                                    | 1           |
| 16              | 14              | M2M              | MSIG Insurance   | 0.13                                 |                     | 0.13                                    | 1           |
| 17              | 15              | SapientRazorfish | Marriott   | 0.03                                 |                     | 0.03                                    | 1           |
| 18              | 17              | Publicis Groupe  |  | 0.00                                 |                     | 0.00                                    | 0           |
| 19              | 18              | iProspect        |  | 0.00                                 | Genting             | -0.03                                   | 0           |
| 20              | 20              | Wavemaker        | OCBC Bank, Bank of Singapore, Genting, Samsonite                                 | 0.50                                 | Banyan Tree Group   | -1.86                                   | 6           |
|                 |                 |                  |  |                                      |                     | 5.7                                     | 72          |

### 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.