



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 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	Samsung, Heineken, NEA	7.48	Starhub	5.48	16
2	2	Ogilvy	National Arts Council, Changi Airport Group, IMA Project	4.83		4.83	9
3	4	Dentsu	M1, Land Transport Authority (Media Planning), BMS Project	3.94		3.94	8
4	3	Publicis	Mercedes-Benz, Ricola	3.80		3.80	3
5	16	BLK J	Starhub	2.00		2.00	1
6	5	Leo Burnett	Abbott Pediasure, Abbott-GLUCERNA, Pan Pacific Hotel Group	1.74		1.74	6
7	8	Saatchi & Saatchi	CPF, KraftHeinz - Jif Jaf Project	1.47		1.47	4
8	19	Isobar	FMCG Client	0.93		0.93	4
9	13	VML	Bandai Namco, SG Enable, Zuellig Pharma	0.80		0.80	9
10	6	Happy Marketer	NTUC Income Digital, The Coffee Bean & Tea Leaf	0.60		0.60	2
11	43	Digitas	Visa Project, Lenovo Project, Roche Project	0.58		0.58	3
12=	7	Protocol	Starhub ( Social), Raffles City ( Social), F&B Seasons ( Social)	0.50		0.50	5
12=	37	Hashtag Interactive	Maybank Digital	0.50		0.50	1
14	9	Arcade	Ferrero Asia Pacific Project, The Great Eastern Life Assurance	0.24		0.24	2
15=	10=	Havas Worldwide	Kia Motors	0.20		0.20	1
15=	10=	Lion & Lion	Virgin Active Digital	0.20		0.20	1
15=	10=	One9ninetly	LEDVANCE Social	0.20		0.20	1
15=	15	McCann WorldGroup	IT Client	0.20		0.20	1
19	14	Prodigious	Halcyon Agri Project	0.10		0.10	2
20	17	BBH	Orba Project	0.00		0.00	0
						24.2	82

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 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	2	Mindshare	Deliveroo, Ministry of Culture, Community and Youth	0.48	Kalbe International	0.44	9
3	3	OMD	Keppel Land, Qantas	0.40	VivoCity	0.37	2
4	14=	Zenith	National Arts Council	0.33		0.33	2
5	4	Publicis Groupe	Campbell Soup	0.30		0.30	1
6	5	Lion & Lion	Virgin Active Digital	0.25		0.25	1
7=	6	Spark Foundry	Marriott	0.23		0.23	1
7=	12	Vizeum	VivoCity, Komoco Motors, Kalbe International	0.23		0.23	6
9	7	PHD	Far East Organization, Lamborghini	0.22		0.22	3
10=	8	JCDecaux SA	Land Transport Authority OOH	0.15		0.15	1
10=	18	Starcom	The Body Shop, Banyan Tree Group	0.48	Far East Organization	0.15	2
12	9	M2M	MSIG Insurance	0.13		0.13	1
13	10	dentsu X	Car Client	0.08		0.08	3
14	11	MediaCom	Bose	0.05		0.05	1
15	13	SapientRazorfish	Marriott	0.03		0.03	1
16	14=	Initiative		0.00		0.00	0
17	16	iProspect		0.00	Genting	-0.03	0
18	17	Carat		0.00	The Body Shop	-0.08	0
19	19	Universal McCann		0.00	Esplanade	-0.14	0
20	20	Wavemaker	Genting, Samsonite, Info-communications Media Development Authority	0.08	Banyan Tree Group	-2.28	4
						1.5	40

### 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.