

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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)	9.41	Starhub	7.41	21
2	2	Ogilvy	National Council of Social Services, Ministry of Social and Family Development	7.01		7.01	14
3	3	Dentsu	M1, Land Transport Authority (Media Planning), BMS Project	4.70		4.70	9
4	4	Publicis	Mercedes-Benz, Ricola	3.20		3.20	2
5	7	Saatchi & Saatchi	CPF, KraftHeinz - Jif Jaf Project	2.31		2.31	7
6	5	BLK J	Starhub	2.00		2.00	1
7	6	Leo Burnett	ExxonMobil, Abbott Pediasure, Abbott- GLUCERNA, Pan Pacific Hotel Group	1.75		1.75	7
8	8	VML	Apollo Tyres, Bandai Namco, SG Enable, Zuellig Pharma	1.30		1.30	10
9	9	Isobar	FMCG Client	1.06		1.06	5
10	10	Happy Marketer	NIUC Income Digital, The Coffee Bean & Tea Leaf, Zimplistic Inventions Digital	0.90		0.90	3
11	21	J Walter Thompson	Nikon Digital	1.80	Abbott- GLUCERNA	0.63	5
12	11	Digitas	Visa Project, Lenovo Project, Roche Project	0.58		0.58	3
13=	12=	Protocol	Starhub (Social), Raffles City (Social), F&B Seasons (Social)	0.50		0.50	5
13=	12=	Hashtag Interactive	Maybank Digital	0.50		0.50	1
13=	28	Goodstuph	EDB Social Media	0.50		0.50	1
16=	14	McCann WorldGroup	IT Client	0.30		0.30	2
16=	44	KRDS	Frasers Hospitality Social Media	0.30		0.30	1
18	15	Arcade	Ferrero Asia Pacific Project, The Great Eastern Life Assurance	0.24		0.24	2
19=	16=	Havas Worldwide	Kia Motors	0.20		0.20	1
19=	16=	Lion & Lion	Virgin Active Digital	0.20		0.20	1
						33.3	109



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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	4	OMD	Singtel, Keppel Land, Qantas	1.40	VivoCity	1.37	3
2	3	Carat	Microsoft	1.00	Bank of Singapore	0.73	1
3	1	PHD	Porsche APAC - SEM Transition, VW Aftersales, HSBC	0.59		0.56	7
4	2	Havas Media	Cycle & Carrage, Esplanade	1.52	Singtel	0.52	4
5	12=	Starcom	The Body Shop, Banyan Tree Group	0.78	Komoco Motors	0.45	3
6	9	Vizeum	VivoCity, Komoco Motors, Kalbe International, Jeep Chrysler Automotive Singapore	0.39		0.39	8
7	5	Zenith	National Arts Council, Macallan (Edrington Group)	0.38		0.38	3
8	19	Mindshare	Deliveroo, Ministry of Culture, Community and Youth	0.48	Kalbe International	0.35	9
9	6	dentsu X	Car Client	0.31		0.31	6
10	8	Lion & Lion	Virgin Active Digital	0.25		0.25	1
11	10	Spark Foundry	Marriott	0.23		0.23	1
12	11	Universal McCann	NCSS, LGT Private Banking	0.35	Esplanade	0.21	2
13	12=	JCDecaux SA	Land Transport Authority OOH	0.15		0.15	1
14	14	M2M	MSIG Insurance	0.13		0.13	1
15	15	SapientRazorfish	Marriott	0.03		0.03	1
16	16	Initiative		0.03		0.03	1
17	7	Publicis Groupe		0.00		0.00	0
18	17	iProspect		0.00	Genting	-0.03	0
19	18	MediaCom	Bose, Singapore Govt, Ministry of Social and Family	0.15	NCSS	-0.15	3
20	20	Wavemaker	OCBC Bank, Bank of Singapore, Genting, Samsonite	0.50	Banyan Tree Group	-1.86	6
						4.0	61

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.