



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Nov 2017

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	6	McCann WorldGroup	Sport Client	5.53		5.53	37
2	1	DDB	Skoda, Casio G-Shock, KPMG	8.47	SilkAir	5.27	40
3	2	BLK J	Singapore Week of Innovation & Technology 2017, SPH Radio, Union Pay	4.10		4.10	6
4	3	J Walter Thompson	PPHG, Asahi (Carlsberg) Project	4.48	Abbott Project	3.98	9
5	4	Publicis	Qantas Airways Limited Project, Scoot/Tiger, Mandom Project, Essilor Project	3.91		3.91	30
6	5	Ogilvy	MCCY, Zwoop Project, Philips Project	6.52	SingTel	3.52	23
7	7	BBH	SingTel	3.00		3.00	1
8	8	Isobar	Finance Client	1.99		1.99	10
9	9	Leo Burnett	BMW, Abbott Project	1.78		1.78	6
10	10	Y&R	SilkAir, NTUC healthcare Project	1.58		1.58	9
11	12	VML	NCS, Temasek, Jurong Town Corporation	1.15		1.15	10
12	11	Saatchi & Saatchi	FWD Digital	1.12		1.12	3
13	13	R/GA	Nikon Global (digital)	1.00		1.00	1
14	14	Dentsu	FMCG Client	0.99		0.99	8
15-	15=	Auditoire	National Heritage Board	0.50		0.50	1
15-	15=	Goodstuph	SingTel Social	0.50		0.50	1
15-	15=	Hogarth	SingTel Digital Production	0.50		0.50	1
15-	15=	TSLA	Mandai Park Development	0.50		0.50	1
19-	19=	Arcade	Suntory Beverage & Food	0.30		0.30	1
19-	19=	Golin Singapore	Twitter communications	0.30		0.30	1
						44.6	222

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Nov 2017

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	MediaCom	Singapore Govt, Akzo Nobel Paints, Oceanic Group	3.03		3.03	8
2	2	Initiative	Lego	1.75	Cambert (Fareast) Bio Oil	1.71	2
3	3	Mindshare	Unilever Communications Planning, Nanyang Business School (Digital), Electrolux SEA	1.76	Kimberly-Clark	1.48	13
4	4	PHD	Far East Organisation, Porsche APAC - SEM Transition Project, VW Aftersales Project	1.55		1.15	12
5	5	GroupM	LVMH	1.00		1.00	1
6=	6=	Universal McCann	Singapore Institute of Management, SingEx, Nexus	0.83		0.83	12
6=	6=	MEC	Audemars Piguet, Pfizer Consumer Health, Dairy Farm, Kimberly-Clark	1.00	Michelin	0.83	8
8	8	OMD	NETS, The Learning Lab, GovTech, Agency of Integrated Care	1.43	Audemars Piguet	0.48	17
9	10	Havas Media	Wildlife Reserves, Michelin	0.40		0.40	9
10	11	iProspect	AccorHotels	0.20		0.20	1
11	9	Carat	Coca-Cola, Standard Chartered Bank	0.41	Lego	0.13	5
12	12	Starcom	Ministry of Social and Family Development Project, Kraft Heinz, TAFEP (Digital)	0.66	GovTech	0.12	4
13	13	Ecselis	CMC Markets (Digital)	0.05		0.05	1
14	14	dentsu X	E-commerce Client	0.19	Oakwood Premier OUE Singapore	0.01	11
15	15	Spark Foundry		0.00		0.00	0
16	16	Vizeum	Ngee Ann Polytechnic Project, Abbott Laboratories(Digital), Nando's Media Planning	0.22	Marina Bay Sands	-0.31	12
17	17	Zenith	MUFG Bank, Luxasia, MCI Whole of Government	0.37	LVMH	-0.76	5
						10.3	121

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.