

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Nov 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	Samsonite Regional, PUB, Singapore University of Social Sciences (SUSS), Career Connect Work Force Singapore	15.59	Samsung Electronics visual display	11.29	43
2	2	Ogilvy	Go-Jek, Advisors Asset Management Project, Ministry of Manpower - PR, Social, Content for Money Sense Project, HOOQ Digital Pte Ltd - Brand Building Project	9.75		9.75	35
3	3	Leo Burnett	Cathay Pacific, Samsung Electronics visual display, McDonalds, ExxonMobil	6.39		6.39	11
4	4	Publicis	Tiger Beer, Genting Cruise Lines Project, Mercedes-Benz	6.22		6.22	9
5	5	Saatchi & Saatchi	Cathay Pacific, CPF, KraftHeinz - Jif Jaf Project	5.50		5.50	11
6	6	Dentsu	M1, Land Transport Authority (Media Planning), BMS Project	4.70		4.70	9
7	7	BBDO	WSH Council, DJI GLOBAL	4.60	Tourism Australia	2.82	3
8	8	BLK J	Starhub	2.00		2.00	1
9	15	Tribal Worldwide	Changi Airport Group, The Public Utilities Board, Skoda	1.60		1.60	3
10	11	J Walter Thompson	Midea Washing Machine, Vitasoy, Honma Golf, Dupont-Coteva	2.68	Abbott- GLUCERNA	1.51	32
11	9	VMLY&R	Apollo Tyres, Bandai Namco, SG Enable, Zuellig Pharma	1.30		1.30	10
12	10	Arcade	Unilever - AHC Project, Shangri-la Project, Daimler Project, Ferrero	1.27		1.27	9
13	12	Happy Marketer	Heinemann Digital, NTUC Income Digital, The Coffee Bean & Tea Leaf	1.10		1.10	4
14	13	Isobar	FMCG Client	1.06		1.06	5
15	26	R/GA	Netflix, YouTube	1.00		1.00	2
16	14	Digitas	Tourism New Zealand Project, Visa Project, Lenovo Project, Roche Project	0.92		0.92	6
17-	16=	Protocol	Starhub (Social), Raffles City (Social), F&B Seasons (Social)	0.50		0.50	5
17-	16=	Hashtag Interactive	Maybank Digital	0.50		0.50	1
17-	16=	Goodstuph	EDB Social Media	0.50		0.50	1
17-	19=	KRDS	Singapore International Foundation, Frasers Hospitality Social Media	0.50		0.50	2
						60.4	223

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Nov 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	OMD	Daimler, Singtel, Keppel Land	3.38	Luxottica	3.14	8
2	1	Starcom	Singapore Govt, TANGS, The Body Shop, Banyan Tree Group	3.65	Mars Buying	2.76	5
3	3	MediaCom	Singapore Govt Retained, AIA International Ltd., Pentland Groupm, Mars	3.29	Revlon Global	2.59	17
4	4	Zenith	Luxottica, Happy Fresh (Performics), Lactalis, Ralph Lauren	2.07		2.07	10
5	6	Mindshare	BP, General Mills, CapitalLand, Ministry of Manpower Project	3.09	TANGS	1.00	25
6	5	Carat	Microsoft	1.82	Bank of Singapore	0.95	3
7	7	Spark Foundry	Marriott, Lenovo	0.77		0.77	3
8	8	Initiative	Revlon Global	0.67		0.67	5
9	9	Universal McCann	NCSS, LGT Private Banking	0.93	Cathay Pacific	0.61	4
10	10	Vizeum	VivoCity, Komoco Motors, Kalbe International, Jeep Chrysler Automotive Singapore	0.44		0.44	10
11	12	PHD	Porsche APAC - SEM Transition, VW Aftersales, HSBC	0.68	Sports Client	0.35	8
12	11	dentsu X	Car Client	0.40		0.34	7
13	13	Lion & Lion	Virgin Active Digital	0.25		0.25	1
14	14	JCDecaux SA	Land Transport Authority OOH	0.15		0.15	1
15	15	M2M	MSIG Insurance	0.13		0.13	1
16	16	SapientRazorfish	Marriott	0.03		0.03	1
17	17	Publicis Groupe		0.00		0.00	0
18	18	iProspect		0.00	Genting	-0.03	0
19	20	Wavemaker	Courts, Global Pond, OCBC Bank, Bank of Singapore	2.28	Singapore Govt	-0.65	13
20	19	Havas Media	GO-JEK, MyRepublic Limited, Puma, De Beers	1.99	CapitaLand	-0.79	9
						14.2	131

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.