

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	7	DDB	Woodleigh - Kajima Corporation, Manulife Digital Website	7.57	SilkAir	4.37	37
2	2	BLK J	Singapore Week of Innovation & Technology 2017, SPH Radio, Union Pay	4.10		4.10	6
3	1	J Walter Thompson	PPHG, Asahi (Carlsberg) Project	4.48		3.98	9
4	3	Publicis	Scoot/Tiger, Mandom Project, Essilor Project	3.88		3.88	29
5	6	Ogilvy	MCCY, Zwoop Project, Philips Project	6.52	SingTel	3.52	23
6	5	McCann WorldGroup	Sport Client	3.36		3.36	27
7	4	BBH	SingTel	3.00		3.00	1
8	9	Isobar	Finance Client	1.99		1.99	10
9	8	Leo Burnett	BMW, Abbott Project	1.78		1.78	6
10	10	Y&R	SilkAir, NTUC healthcare Project	1.28		1.28	8
11	11	Saatchi & Saatchi	FWD Digital	1.12		1.12	3
12	12	VML	INSEAD, ION Orchard	1.09		1.09	7
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
						40.9	203

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	Oceanic Group, Global Beauty International, Tesco, Uber, PSA Group	2.75		2.75	6
2	15	Initiative	Retail Client	1.50	Cambert (Fareast) Bio Oil	1.46	1
3	4	Mindshare	Nanyang Business School (Digital), CK Tang (Digital), Electrolux SEA	1.36	Kimberly-Clark	1.08	12
4	2	PHD	Manulife Project, Resort World Sentosa, PropertyGuru, Great Eastern Life Assurance	1.03		1.03	9
5	3	GroupM	LVMH	1.00		1.00	1
6-	6	Universal McCann	Singapore Institute of Management, SingEx, Nexus	0.83		0.83	12
6-	5	Wavemaker	Audemars Piguet, Pfizer Consumer Health, Dairy Farm, Kimberly-Clark	1.00	Michelin	0.83	8
8	8	OMD	The Learning Lab, GovTech, Agency of Integrated Care	1.43	Audemars Piguet	0.48	17
9	7	Carat	Coca-Cola, Standard Chartered Bank	0.41	Electrolux SEM	0.41	5
10	9	Havas Media	Wildlife Reserves, Michelin	0.32		0.32	8
11	10	iProspect	AccorHotels	0.20		0.20	1
12	11	Starcom	Kraft Heinz, TAFEP (Digital)	0.62	GovTech	0.08	2
13	12	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	13	Spark Foundry		0.00		0.00	0
16	16	Vizeum	Abbott Laboratories(Digital), Nando's Media Planning, Feld Entertainment	0.20	Marina Bay Sands	-0.34	10
17	17	Zenith	Hotel Client	0.15	LVMH	-0.97	1
						9.2	105

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.