

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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, Hotels.com	15.59	Samsung Electronics visual display	11.29	43
2	2	Ogilvy	Ministry of Manpower - PR, Social, Content for Money Sense Project, HOOQ Digital Pte Ltd - Brand Building Project, MSD Singapore - Crisis Playbook and Training Project	9.40		9.40	32
3	3	Leo Burnett	Cathay Pacific, Samsung Electronics visual display, McDonalds, ExxonMobil	6.39		6.39	11
4	5	Publicis	Tiger Beer, Genting Cruise Lines Project, Mercedes-Benz	6.22		6.22	9
5	4	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		4.60		3.00	3
8	8	BLK J	Starhub	2.00		2.00	1
9	9	VMLY&R	Apollo Tyres, Bandai Namco, SG Enable, Zuellig Pharma	1.30		1.30	10
10	10	Arcade	Unilever - AHC Project, Shangri-la Project, Daimler Project, Ferrero Asia Pacific Project	1.27		1.27	9
11	14	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, Nikon Digital	2.29	Abbott- GLUCERNA	1.11	14
12	11	Happy Marketer	Heinemann Digital, NTUC Income Digital, The Coffee Bean & Tea Leaf	1.10		1.10	4
13	12	Isobar	FMCG Client	1.06		1.06	5
14	13	Digitas	Tourism New Zealand Project, Visa Project, Lenovo Project, Roche	0.92		0.92	6
15	24	Tribal Worldwide	The Public Utilities Board, Skoda	0.60		0.60	2
16-	15=	Protocol	Starhub (Social), Raffles City (Social), F&B Seasons (Social)	0.50		0.50	5
16-	15=	Hashtag Interactive	Maybank Digital	0.50		0.50	1
16-	15=	Goodstuph	EDB Social Media	0.50		0.50	1
19-	18=	MullenLowe Group	UnionPay ASEAN	0.30		0.30	1
19-	18=	KRDS	Frasers Hospitality Social Media	0.30		0.30	1
						56.6	186

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	Starcom	Singapore Govt, TANGS, The Body Shop, Banyan Tree Group	3.65	Mars Buying	2.76	5
2	2	OMD	Daimler, Singtel, Keppel Land, Qantas	2.88	VivoCity	2.67	7
3	1	MediaCom	Singapore Govt Retained, AIA International Ltd., Pentland Groupm, Mars	3.29	Revlon Global	2.59	17
4	3	Zenith	Ralph Lauren, Nestle, GSK, National Arts Council, Macallan (Edrington Group)	2.00		1.98	7
5	5	Carat	Microsoft	1.82	Bank of Singapore	0.95	3
6	13	Mindshare	General Mills, CapitaLand, Ministry of Manpower Project, Housing Development Board	2.98	TANGS	0.80	24
7	6	Spark Foundry	Marriott, Lenovo	0.77		0.77	3
8	7	Initiative	Revlon Global	0.56		0.56	3
9	8	Universal McCann	NCSS, LGT Private Banking	0.78	Cathay Pacific	0.46	3
10	9	Vizeum	VivoCity, Komoco Motors, Kalbe International, Jeep Chrysler Automotive Singapore	0.44		0.44	10
11	10	dentsu X	Car Client	0.40		0.40	7
12	11	PHD	Porsche APAC - SEM Transition, VW Aftersales, HSBC	0.68	Sports Client	0.35	8
13	12	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	19	Havas Media	Puma, De Beers, Poh Heng Jewellery Village AOR, Cycle & Carriage	1.69	CapitaLand	-1.09	7
20	20	Wavemaker	OCBC Bank, Bank of Singapore, Genting, Samsonite	0.72	Singapore Govt	-2.20	9
						11.4	117

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.