



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	2	J Walter Thompson	PPHG, Asahi (Carlsberg) Project	4.48		4.48	9
2	1	BLK J	Singapore Week of Innovation & Technology 2017, SPH Radio, Union Pay	4.10		4.10	6
3	4	Publicis	Scoot/Tiger, Mandom Project, Essilor Project	3.88		3.88	29
4	3	BBH	SingTel	3.00		3.00	1
5	5	McCann WorldGroup	Sport Client	2.72		2.72	23
6	7	Ogilvy	Pernod Ricard-Martell, Ofo Singapore, Rockwell Automation Project	4.94	SingTel	1.94	17
7	35	DDB	Ministry of Foreign Affairs, RSAF, Marks & Spencer	4.99	SilkAir	1.79	22
8	6	Leo Burnett	BMW, Abbott Project	1.78		1.78	6
9	8	Isobar	Finance Client	1.56		1.56	5
10	9	Y&R	SilkAir, NTUC healthcare Project	1.28		1.28	8
11	10	Saatchi & Saatchi	FWD Digital	1.12		1.12	3
12	11	VML	INSEAD, ION Orchard	1.09		1.09	7
13	12	R/GA	Nikon Global (digital)	1.00		1.00	1
14	13	Dentsu	FMCG Client	0.90		0.90	6
15-	14=	Auditoire	National Heritage Board	0.50		0.50	1
15-	14=	Goodstuph	SingTel Social	0.50		0.50	1
15-	14=	Hogarth	SingTel Digital Production	0.50		0.50	1
15-	14=	TSLA	Mandai Park Development	0.50		0.50	1
19-	18=	Arcade	Suntory Beverage & Food	0.30		0.30	1
19-	18=	Golin Singapore	Twitter communications	0.30		0.30	1
						35.9	168

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	2	PHD	Manulife Project, Resort World Sentosa, PropertyGuru, Great Eastern Life Assurance	1.03		1.03	9
3	3	GroupM	LVMH	1.00		1.00	1
4	4	Mindshare	Nanyang Business School (Digital), CK Tang (Digital), Electrolux SEA	1.21	Kimberly-Clark	0.93	11
5	5	Wavemaker	Pfizer Consumer Health, Dairy Farm, Kimberly-Clark	0.80	Michelin	0.63	6
6	7	Universal McCann	SingEx, Nexus, Sony Pictures (SOCIAL) Project	0.59		0.59	10
7	6	Carat	Coca-Cola, Standard Chartered Bank	0.41	Electrolux SEM	0.41	5
8	16	OMD	Marina Bay Sands, The Learning Lab, Singapore Science Center	1.25	Kraft Heinz	0.35	6
9	8	Havas Media	Wildlife Reserves, Michelin	0.32		0.32	8
10	9=	iProspect	AccorHotels	0.20		0.20	1
11	11	Starcom	Kraft Heinz, TAFEP (Digital)	0.62	Richemont APAC	0.12	2
12	12	Ecselis	CMC Markets (Digital)	0.05		0.05	1
13	13	Spark Foundry		0.00		0.00	0
14	14	dentsu X	E-commerce Client	0.15	Booking.com (TV)	-0.02	8
15	15	Initiative		0.00	Cambert (Fareast) Bio Oil	-0.04	0
16	9=	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
						7.0	85

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.