

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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 | DDB | Vivo, IMDA - Digital Transformation, Hagar Singapore, Career Connect Work Force Singapore | 14.12 | Samsung Electronics visual display | 9.82 | 40 |
| 2 | 1 | Ogilvy | Chelsea Football Club APAC, Singapore American School Project, Ministry of Manpower Project, Midea Project | 9.25 | | 9.25 | 28 |
| 3 | 5 | Leo Burnett | Samsung Electronics visual display, McDonalds, ExxonMobil | 6.19 | | 6.19 | 10 |
| 4 | 6 | Saatchi & Saatchi | Cathay Pacific, CPF, KraftHeinz - Jif Jaf Project | 5.50 | | 5.50 | 11 |
| 5 | 3 | Publicis | Tiger Beer, Genting Cruise Lines Project, Mercedes-Benz | 4.72 | | 4.72 | 8 |
| 6 | 4 | Dentsu | M1, Land Transport Authority (Media Planning), BMS Project | 4.70 | | 4.70 | 9 |
| 7 | 25 | BBDO | Ford | 4.60 | | 3.00 | 3 |
| 8 | 7 | BLK J | Starhub | 2.00 | | 2.00 | 1 |
| 9 | 8\26 | VMLY&R | Apollo Tyres, Bandai Namco, SG Enable, Zuellig Pharma | 1.30 | | 1.30 | 10 |
| 10 | 9 | Arcade | Notre Dame, Nuria, Transitions Project, Unilever - AHC Project, Shangri-la Project | 1.27 | | 1.30 | 10 |
| 11 | 10 | Happy Marketer | Heinemann Digital, NTUC Income Digital, The Coffee Bean & Tea Leaf | 1.10 | | 1.27 | 9 |
| 12 | 11 | Isobar | FMCG Client | 1.06 | | 1.10 | 4 |
| 13 | 12 | Digitas | Senoko Project, Tourism New Zealand Project, Visa Project, Lenovo Project | 0.92 | | 1.06 | 5 |
| 14 | 13 | J Walter Thompson | Nikon Digital | 1.80 | Abbott- GLUCERNA | 0.92 | 6 |
| 15- | 14= | Protocol | Starhub(Social) Raffles City(Social), F&B Seasons(Social) | 0.50 | | 0.66 | 6 |
| 15- | 14= | Hashtag Interactive | Maybank Digital | 0.50 | | 0.50 | 5 |
| 15- | 14= | Goodstuph | EDB Social Media | 0.50 | | 0.50 | 1 |
| 18- | 17= | MullenLowe Group | UnionPay ASEAN | 0.30 | | 0.50 | 1 |
| 18- | 17= | KRDS | Frasers Hospitality Social Media | 0.30 | | 0.30 | 1 |
| 20 | 19 | Lion & Lion | Virgin Active Digital | 0.20 | | 0.30 | 1 |
| | | | | | | 54.3 | 185 |

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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 | MediaCom | Singapore Govt Retained, AIA International Ltd., Pentland Groupm, Mars | 3.29 | Revlon Global | 2.59 | 17 |
| 2 | 2 | OMD | Singtel, Keppel Land, Qantas | 2.40 | Intel | 2.19 | 4 |
| 3 | 11 | Zenith | Nestle, GSK, National Arts Council, Macallan (Edrington Group) | 1.98 | | 1.98 | 6 |
| 4 | 12 | Starcom | Singapore Govt, TANGS, The Body Shop, Banyan Tree Group | 2.30 | Mars Buying | 1.73 | 5 |
| 5 | 6 | Carat | Microsoft | 1.82 | Bank of Singapore | 1.01 | 3 |
| 6 | 4 | Spark Foundry | Marriott, Lenovo | 0.77 | | 0.77 | 3 |
| 7 | 7 | Initiative | Revlon Global | 0.56 | | 0.56 | 3 |
| 8 | 8 | Universal McCann | NCSS, LGT Private Banking | 0.78 | Cathay Pacific | 0.46 | 3 |
| 9 | 10 | Vizeum | VivoCity, Komoco Motors, Kalbe International, Jeep Chrysler Automotive Singapore | 0.44 | | 0.44 | 10 |
| 10 | 9 | dentsu X | Car Client | 0.40 | | 0.40 | 7 |
| 11 | 5 | PHD | Porsche APAC - SEM Transition, VW Aftersales, HSBC | 0.68 | GlaxoSmithKline | 0.35 | 8 |
| 12 | 13 | Lion & Lion | Virgin Active Digital | 0.25 | | 0.25 | 1 |
| 13 | 3 | Mindshare | CapitaLand, Ministry of Manpower Project, Housing Development Board, Hong Kong Airport Authority | 2.35 | Nestle | 0.16 | 20 |
| 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 | De Beers, Poh Heng Jewellery Village AOR, Cycle & Carrage, Esplanade | 1.60 | CapitaLand | -1.18 | 6 |
| 20 | 20 | Wavemaker | OCBC Bank, Bank of Singapore, Genting, Samsonite | 0.60 | United Airlines | -2.32 | 7 |
| | | | | | | 9.1 | 106 |

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.