

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Nov 2015

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	Fonterra Project, J&J Stayfree(Digital), SilkAir	3.52		3.52	16
2-	2	Y&R	Kellogg's, Ford Project, RW Tech Project, Converse	3.08	Kellogg's	2.88	10
2-	4	Leo Burnett	Tigerair(Social), Allergan, SDIC Project	2.88		2.88	9
4	3	Publicis	Audi (Social), Merck Project, Crystal Jade Project, Mead Johnson Project	2.72		2.72	19
5	6	Ogilvy	Bae Systems, Spring Singapore Project, Sofitel So Project	2.50		2.40	23
6	9	Grey Group	Hotels.com Singapore, Paradise Group Holdings(Social)	2.76		2.01	17
7	5	McCann WorldGroup	Stay Far East Project, FWD Project, Tic Tac Project, TAFEP Project	3.48		1.98	20
8	7	J Walter Thompson	Crabtree & Evelyn Project	1.31		1.31	8
9	10	TBWA	Michelin Right To Race Project (Regional), NTUC	1.63	Tigerair(Social)	1.03	10
10	8	SapientNitro	Telecommunication Client	0.70		0.70	3
11	12	Dentsu	CAAS Project, Prince Bay Project, Navy Project, The Learning Lab	0.86		0.53	11
12-	11	Saatchi & Saatchi	Acer, Canadian International School	0.50		0.50	1
12-	15=	Bates	AIA	0.50		0.50	1
14	13	BBDO	Mercedes-Benz (digital)	0.48	FMCG Client	0.18	5
15	14	M&C Saatchi	Prime Ministers Office, LaSalle College of the Arts	0.10		0.10	2
16-	15=	BBH		0.00		0.00	0
16-	15=	Iris		0.00		0.00	0
16-	15=	FCB		0.00		0.00	0
19	19	Havas Worldwide		0.00	Finance Client	-0.04	0
20	20	Mullen Lowe		0.00	Finance Client	-0.38	0
						22.8	155

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Nov 2015

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	Havas Media	CapitaLand Group, Warner Bros, Aspial Group, Singtel, FairPrice	3.0	Subaru	2.90	16
2	5	Mindshare	Unilever, Wearnese Automotive, Wearnese Automotive Singapore	2.1		2.10	10
3	3	Starcom MediaVest	NTUC First Campus, UniSim, NPC, NEA (buying), IDA	1.9		1.85	13
4	2	Vizeum	Panasonic, Ikea, Club 21, King Living	1.7		1.68	10
5	4	PHD	Marketplats Gumtree, GSK, Far East Organization	1.4	Banyan Tree	1.14	10
6	8	ZenithOptimedia	Scoot Airline, National Arts Council Project, TAFEP	1.7	Warner Bros	1.01	11
7	7	Universal McCann	Medic Marketing, MayBank Project, Line, Keppel(digital)	0.7		0.72	21
8	9	Carat	Allergan, Ministry of Manpower (TAFEP)	0.3		0.29	10
9	6	OMD	Singapore Science Center, Concorde, SFE, LTAS, Fox International	1.2	CapitaLand Group	0.23	11
10	10	MediaCom	Maritime Port Authority, Ministry of Manpower, Bose	0.4	MSIG	0.19	5
11	11	Initiative		0.0		0.00	0
12	12	Dentsu Media	Intel, The Learning Lab Project	0.0	tourism Client	-0.35	9
13	13	Maxus	Subaru	0.1	SC Johnson(buying)	-0.52	1
14	14	MEC	Sentosa, Banyan Tree	0.5	Singtel	-0.61	3
						10.6	130

METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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