



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Nov 2016

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	Publicis	Nestle (Nespresso) Project, HPB, Ministry of Manpower	13.99		13.99	38
2	2	DDB	McDonald's Project, Trulait, MCCY (Brand), StarHub GTLD	13.08	HPB	11.58	38
3	6	McCann WorldGroup	BIC Shavers Project, Oppo, Sanofi Pasteur, Donga-Stillen Project	4.56		4.56	40
4	3	Ogilvy	Heineken Project, MCCY Project, OMO Project, National Arts Council	4.05	FMCG Client Project	3.53	27
5	5	TBWA	Go Daddy, Caltex Lubricants Project, Sony Interactive Entertainment Project	3.10		3.10	14
6	4	TLSA	EDB	3.00	Shell Retail	2.95	1
7	8	J Walter Thompson	Manufacture Client	2.49		2.49	7
8	7	Saatchi & Saatchi	Finance Client	2.47		2.47	7
9	9	Y&R	Mediacorp Project, Kotak Bank Project	1.90		1.90	4
10	10	Leo Burnett	P&G FMOT, Maybank Project, Sony Project	1.62		1.62	6
11	11	Dentsu	Marigold Peel Fresh, National Environment Agency	1.53		1.53	8
12	12	Isobar	IT Client	1.37		1.37	9
13	13	Cheil	Wine Client Project	0.90		0.90	3
14	14	Tribal Worldwide	Heineken	0.60		0.60	1
15	15	McGarryBowen	Acura NSX Project	0.50		0.50	1
16	16	Grey Group	Grohe Project, Grohe Project, Energy Market Authority Singapore	0.59	WSHC	0.39	4
17	17	GOVT	Mini, General Mills(Betty Crocker)	0.35		0.35	2
18	18	Jaab Global	Suzuki Project	0.30		0.30	1
19	19	SapientRazorfish	Retail Client	0.28		0.28	3
20-	20=	BBDO	WSHC	0.20		0.20	1
20-	20=	Brandwatch	3m (Social)	0.20		0.20	1
22	24=	Havas Worldwide	Ministry of Culture Project	0.07		0.07	4
23	22	M&C Saatchi	Shell Retail	0.05		0.05	1
24	23	Mullen Lowe	Singapore Red Cross Project	0.01		0.01	1
						54.9	222

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Nov 2016

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	Zenith	Clarins, Charles & Keith, DBS, EDB, National Arts Council	3.71	FitBit	3.61	16
2	2	PHD	Ingram Micro, Volkswagen, Mediacorp DTV Project	3.00		3.00	5
3	3	Vizeum	FWD Insurance, Feld Entertainment's Disney on Ice	1.15		1.15	6
4	5	Mindshare	NTU, The Singapore Mint, MCC Land, King Living	1.39	Starhub	1.03	12
5	4	Initiative	Maybank, Reckitt Benckiser, Suntory Cerebos	0.80		0.80	4
6	6	Starcom	Electronic Arts, Singapore Airlines (Social), Ministry of Manpower (Digital)	0.52		0.52	8
7	9=	Universal McCann	NCSS (Speak Up), FitBit, GRT Jewellers India, NCSS Digital	0.64	HBO	0.19	13
8	7	Maxus	OCBC Bank, Manulife Insurance Project, Toshiba	0.43	Saxo Capital Markets	0.18	3
9	8	ZOO Group	Singapore Land Authority	0.15		0.15	1
10	9=	Carat	Starhub	0.54	OCBC Bank	0.14	6
11	11	OMD	Pandora Jewellery, Ministry of Health, Defence Science Technology Agency	0.42	H&M	0.14	9
12	12	MEC	Parkway Hospitals, Health Promotion Board, Nanyang Business School	0.40	EDB	0.04	3
13	13	Dentsu Media	FMCG Client	0.05	Tourism Client	-0.15	6
14	14	Havas Media	Ministry of Culture Project	0.85	DBS	-0.72	19
15	15	MediaCom	Cyber Security Authority, EMA, SingLand Home, NCSS	0.80	Volkswagen	-1.20	10
						8.9	121

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.