

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	3	DDB	SilkAir, Ministry of Education Project, KeppelLand	3.11		3.11	13
2	1	Y&R	Kellogg's, Ford Project, RW Tech Project, Converse	3.08	Kellogg's	2.88	10
3	4	Publicis	Audi (Social), Merck Project, Crystal Jade Project, Mead Johnson Project	2.68		2.68	14
4	2	Leo Burnett	Tigerair(Social), Allergan, SDIC Project	2.63		2.63	8
5	6	McCann WorldGroup	Stay Far East Project, FWD Project, Tic Tac Project, TAFEP Project	3.29		1.79	18
6	7	Ogilvy	Spring Singapore Project, Sofitel So Project, IHG-holiday inn	1.86		1.76	20
7	5	J Walter Thompson	Crabtree & Evelyn Project	1.31		1.31	8
8	8	SapientNitro	Telecommunication Client	0.70		0.70	3
9	9	Grey Group	Paradise Group Holdings(Social), Fox Sports Project	1.36		0.61	7
10	10	TBWA	Michelin Right To Race Project (Regional), NTUC	1.18	Tigerair(Social)	0.58	4
11	11	Saatchi & Saatchi	Acer	0.50		0.50	1
12	12	Dentsu	CAAS Project, Prince Bay Project, Navy Project, The Learning Lab	0.70		0.40	9
13	13	BBDO	Mercedes-Benz (digital)	0.48	FMCG Client	0.18	5
14	14=	M&C Saatchi	Prime Ministers Office, LaSalle College of the Arts	0.10		0.10	2
15=	14=	Bates		0.00		0.00	0
15=	14=	BBH		0.00		0.00	0
15=	14=	Iris		0.00		0.00	0
15=	14=	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
						18.8	122

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	Warner Bros, Aspial Group, Singtel, FairPrice	2.2	Subaru	2.15	14
2	2	Vizeum	Panasonic, Ikea, Club 21, King Living	1.7		1.68	10
3	3	Starcom MediaVest	NPC, NEA (buying), IDA	1.6		1.55	11
4	5	PHD	GSK, Far East Organization, SC Johnson(Planning), Unilever(Search)	1.2	Transitions	1.09	7
5	6	Mindshare	Wearnes Automotive Singapore, Wyeth, Suntory, Dr. Wolff	1.0		0.95	8
6	7	OMD	Singapore Science Center, Concorde, SFE, LTAS, Fox International	1.2	Ikea	0.78	11
7	8	Universal McCann	Medic Marketing, MayBank Project, Line, Keppel(digital)	0.7		0.72	21
8	4	ZenithOptimedia	National Arts Council Project, TAFEP, Public Service Division Project	1.3	Warner Bros	0.61	10
9	9	Carat	Allergan, Ministry of Manpower (TAFEP)	0.3		0.28	10
10	10	MediaCom	Ministry of Manpower, Bose, Ministry of Home Affairs, JobStreet & JobsDB	0.4	MSIG	0.14	4
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)	-0.53	1
14	14	MEC	Sentosa	0.3	Singtel	-0.76	2
						8.3	118

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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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