

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	2	Publicis	Nestle (Nespresso) Project, HPB, Ministry of Manpower	13.98		13.98	36
2	1	DDB	StarHub GTLD, SilkAir(Social Media), Manulife	11.88	HPB	10.38	34
3	3	Ogilvy	MCCY Project, OMO Project, National Arts Council	3.98	FMCG Client Project	3.46	25
4	4	TLSA	EDB	3.00	Shell Retail	2.95	1
5	5	TBWA	Go Daddy, Caltex Lubricants Project, Sony Interactive Entertainment Project	2.80		2.80	13
6	6	McCann WorldGroup	Oppo, Sanofi Pasteur, Donga-Stillen Project	2.62		2.62	24
7	7	Saatchi & Saatchi	Finance Client	2.47		2.47	7
8	8	J Walter Thompson	Manufacture Client	1.94		1.94	5
9	9	Y&R	Mediacorp Project, Kotak Bank Project	1.90		1.90	4
10	13	Leo Burnett	P&G FMOT, Maybank Project, Sony Project	1.62		1.62	6
11	10	Dentsu	Marigold Peel Fresh, National Environment Agency	1.53		1.53	8
12	12	Isobar	IT Client	1.37		1.37	9
13	11	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	GOVT	Mini, General Mills(Betty Crocker)	0.35		0.35	2
17	17	Jaab Global	Suzuki Project	0.30		0.30	1
18	18	SapientNitro	Retail Client	0.28		0.28	3
19=	19=	Grey Group	GSK	0.40	WSHC	0.20	1
19=	19=	BBD0	WSHC	0.20		0.20	1
21	21	M&C Saatchi	Shell Retail	0.05		0.05	1
22	22	Mullen Lowe	Singapore Red Cross Project	0.01		0.01	1
23=	23=	FCB		0.00		0.00	0
23=	23=	Havas Worldwide		0.00		0.00	0
						50.4	187

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	Charles & Keith, DBS, EDB, National Arts Council, AVIVA	3.11	FitBit	3.01	14
2	2	PHD	Ingram Micro, Volkswagen	2.50		2.50	4
3	5	Vizeum	Essilor Amara SG/MY/IN/CN/TH	0.75		0.75	3
4	3	Mindshare	MCC Land, Borneo Motor (Lexus), Legoland Malaysia, King Living	1.04	Starhub	0.68	10
5	4	Initiative	Reckitt Benckiser, Suntory Cerebos	0.60		0.60	3
6	6	Starcom	Singapore Airlines (Social), Ministry of Manpower (Digital)	0.47		0.47	7
7	7	Maxus	OCBC Bank, Manulife Insurance Project, Toshiba	0.43	Saxo Capital Markets	0.18	3
8	8	ZOO Group	Singapore Land Authority	0.15		0.15	1
9=	9=	Carat	Starhub	0.54	OCBC Bank	0.14	6
9=	9=	Universal McCann	FitBit, GRT Jewellers India, NCSS Digital	0.56	HBO	0.14	10
11	11	OMD	Pandora Jewellery, Ministry of Health, Ministry of Manpower Project	0.38	H&M	0.11	8
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	Singapore Management University, Porsche, Netflix	0.76	DBS	-0.82	14
15	15	MediaCom	SingLand Home, NCSS, Saxo Capital Markets, Sony Electronics	0.60	Volkswagen	-1.40	8
						6.4	100

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.