

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / July 2019

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	Vivo APAC, Discovery Network - Asian Food Network, F&N	9.7		9.6	24
2	2	Publicis	Kaira Technologies Project, Ingenico Project, Facebook Project	9.5		9.5	28
3	3	TBWA	Hilton Hotels and Resorts , Singapore Airlines, Hilton	3.8		3.8	3
4	4	R/GA	UOB, Olam	3.0		3.0	2
5	5	Ogilvy	Corteva Agriscience Project, SingEx Venues, Amex - American Express Project, Early Childhood Development Agency Project	2.4		2.4	19
6	6	Isobar	Fruit Brand	1.6		1.6	6
7=	7=	BBDO	Halza Branding, CDL Projects, Hilton Projects	1.2		1.2	3
7=	7=	Havas Worldwide	Mitsubishi, Cycle and Carriage	1.2		1.2	2
9	9	Digitas	Coca Cola Project, Fox/Disney Project, Cathay Pacific Project	1.1		1.1	5
10	10	72andSunny	Carousell	1.0		0.9	1
11	11	VMLY&R	Logitech , Caltex B2B , Crayola	0.8		0.8	5
12	12	Leo Burnett	Orchard Business Road Association Project, Milk Powder Client	0.6		0.6	6
13	13	Dentsu	Government Client	0.5		0.5	2
14=	14=	Happy Marketer	OneConnect Financial Technology	0.3		0.3	1
14=	14=	Saatchi & Saatchi	Toshiba Strategy and Creative Ideation	0.3		0.3	1
14=	14=	Lion & Lion	Unikeys	0.3		0.3	1
17=	17=	Zoo Group	Carpe Diem digital and social	0.2		0.2	1
17=	17=	GERMS	Senoko Energy	0.2		0.2	1
19	19	Anomaly	Johnnie Walker	0.1		0.1	1
20	20	Prodigious	Sampoerna Project, DBS Project	0.1		0.1	3
						37.1	121

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / July 2019

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	8	MediaCom	PlayStation, City Development Limited	2.1		2.1	6
2	1	Mindshare	Tourism New Zealand, Circles Life, United Overseas Bank (UOB)	1.4		1.4	11
3	2	OMD	Beiersdorf	0.8		0.8	8
4	3	Havas Media	M1, Senoko Energy	0.8		0.7	3
5	4	Wavemaker	Beats by Dre Project, Pfizer Project, Huawei, Nanyang Academy of Fine Arts (NAFA), SOD - Price Guaranteed Procedures Project	0.5		0.5	18
6	6	Universal McCann	Shangri la, Mattel	0.4		0.4	2
7	5	Initiative	Internet Company	0.3		0.3	1
8	7	PHD	Komoco Motors Pte Ltd, Singapore Airlines	0.2		0.2	2
9	-	denstu X	Technology Client	0.2		0.2	8
10	9	Starcom	Paneco.com	0.0		0.0	1
						5.6	61

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.