

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	3	Ogilvy	Dairy Farm, Wyeth Project, KPMG, MCCY, Ministry of Communications & Information, Mondelez	12.9		12.9	40
2	1	DDB	Gardens by the Bay, Dairy Farm, BMW	12.4		12.2	28
3	2	Publicis	Softbank Robotics Project, Santibury Project	11.1		11.1	39
4	4	TBWA	IKEA, Hilton Hotels and Resorts , Singapore Airlines, Hilton	4.6		4.6	4
5	5	R/GA	UOB, Olam	3.0		3.0	2
6	6	Digitas	Mondelez, Agoda Project, Coca Cola Project, Fox/Disney Project, Cathay Pacific Project	1.7		1.7	7
7	7	Isobar	Fruit Brand	1.6		1.6	6
8	8	BBDO	Halza Branding, CDL Projects, Hilton Projects	1.2		1.2	3
9	9	Havas Worldwide	Mitsubishi, Cycle and Carriage	1.2		1.2	2
10	10	72andSunny	Carousel	1.0		0.9	1
11	11	VMLY&R	Logitech , Caltex B2B , Crayola	0.8		0.8	5
12	13	Dentsu	Government Client	0.5		0.5	2
13	12	Wunderman Thompson	Finance Client	0.6		0.4	2
14	14	Leo Burnett	Orchard Business Road Association Project, Milk Powder Client	0.6	BMW	0.3	6
15	15	Happy Marketer	OneConnect Financial Technology	0.3		0.3	1
16	16	Saatchi & Saatchi	Toshiba Strategy and Creative Ideation	0.3		0.3	1
17	17	Lion & Lion	Unikeys	0.3		0.3	1
18	18	Zoo Group	Carpe Diem digital and social	0.2		0.2	1
19	19	GERMS	Senoko Energy	0.2		0.2	1
20	36	MullenLowe Group	Bayer OTC brands	0.2		0.2	1
						53.0	163

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	MediaCom	Agoda, PlayStation, City Development Limited	2.2		2.2	10
2	2	Mindshare	Dyson, Tourism New Zealand, Circles Life, United Overseas Bank (UOB)	1.7		1.7	13
3	4	OMD	Beiersdorf, Clarins	1.8		1.5	13
4	3	Havas Media	M1, Senoko Energy, Tripadvisor, FrieslandCampina (Friso)	1.4		1.2	7
5	20	Zenith	The Walt Disney Company	1.5	United Overseas Bank (UOB)	0.8	3
6	6	Universal McCann	Shangri la, Mattel	0.7		0.7	3
7	7	Initiative	Internet Company	0.4		0.4	2
8	8	PHD	Komoco Motors Pte Ltd, Singapore Airlines	0.2		0.2	2
9	9	denstu X	Technology Client	0.2		0.2	8
10	10	Vizeum		0.0	Circles Life	-0.2	0
11	11	Wavemaker	Beats by Dre Project, Pfizer Project, Huawei, Nanyang Academy of Fine Arts (NAFA), SOD - Price Guaranteed Procedures Project	0.7	Vodafone	-0.4	19
12	12	Starcom	Paneco.com	0.1	Dairy Farm	-0.4	3
13	13	Carat	Vodafone	0.5	The Walt Disney Company	-1.0	1
						6.7	84

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.