



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 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	2	DDB	Gardens by the Bay, Dairy Farm, BMW, OPPO, PUB, Bodyshop	15.4		15.2	34
2	1	Ogilvy	Dairy Farm, Wyeth Project, KPMG, MCCY, Ministry of Communications & Information, Mondelez	12.9		12.9	40
3	3	Publicis	Softbank Robotics Project, Santibury Project, AXA	12.6		12.6	41
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	22	McCann WorldGroup	GSK pharmaceuticals	1.4		1.4	4
9	8	BBDO	Halza Branding, CDL Projects, Hilton Projects	1.2		1.2	3
10	9	Havas Worldwide	Mitsubishi, Cycle and Carriage	1.2		1.2	2
11	13	Wunderman Thompson	Beiersdorf healthcare brands	1.2		1.0	3
12	10	72andSunny	Carousell	1.0		0.9	1
13	11	VMLY&R	Logitech , Caltex B2B , Crayola	0.8		0.8	5
14	12	Dentsu	Government Client	0.5		0.5	2
15	14	Leo Burnett	Orchard Business Road Association Project, Milk Powder Client	0.6	BMW	0.3	6
16	15	Happy Marketer	OneConnect Financial Technology	0.3		0.3	1
17	16	Saatchi & Saatchi	Toshiba Strategy and Creative Ideation	0.3		0.3	1
18	17	Lion & Lion	Unikeys	0.3		0.3	1
19	18	Zoo Group	Carpe Diem digital and social	0.2		0.2	1
20	19	GERMS	Senoko Energy	0.2		0.2	1
						62.7	190

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 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	2	Mindshare	Dyson, Tourism New Zealand, Circles Life, United Overseas Bank (UOB)	2.1		2.1	15
2	1	MediaCom	HSBC Sevens Series, Agoda, PlayStation, City Development Limited	2.2	BMW	2.1	11
3	4	Havas Media	FWD, M1, Senoko Energy, Tripadvisor, FrieslandCampina (Friso)	1.7		1.5	12
4	3	OMD	Beiersdorf, Clarins	1.8		1.5	13
5	5	Zenith	The Walt Disney Company	1.6	United Overseas Bank (UOB)	0.9	4
6	6	Universal McCann	Shangri la, Mattel	0.7		0.7	3
7	7	Carat	Vodafone	0.5	The Walt Disney Company	0.5	1
8	8	Initiative	Reckitt Benkinser	0.4		0.4	3
9	9	dentsu X	Technology Client	0.2		0.2	11
10	10	PHD	Komoco Motors Pte Ltd, Singapore Airlines	0.2		0.0	2
11	11	Starcom	Paneco.com, BMW	0.2	Dairy Farm	-0.3	4
12	12	Vizeum		0.0	Circles Life	-0.3	0
13	13	Wavemaker	Beats by Dre Project, Pfizer Project, Huawei, Nanyang Academy of Fine Arts (NAFA)	0.7	Vodafone	-0.4	19
						9.0	98

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.