

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2020 -

RANK THIS Month	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	3	Publicis	Samsung eCommerce SEA, L'Oreal IT Cosmetics Project, Align Tech Project	2.8		2.8	9
2	2	Ogilvy	MCCY Project, Yokogawa Electrical International, Far East Organization Project	2.0		2.0	9
3	1	DDB	NEA Social Media, Public Health Services, Ministry of Communication & Information	0.9		0.9	3
4	18	Saatchi & Saatchi	Bombay Shaving Company, Pollident	0.5		0.5	2
5	12	Wunderman Thompson	Workforce Singapore, Microsoft Project	0.3		0.3	2
6	7	McCann WorldGroup	FMCG Client	0.1		0.1	1
						6.6	26

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2020

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	Havas Media	NTUC FairPrice	0.6	Emirates Airlines	0.4	15
2	9	dentsu X	HDFC Ergo General Insurance Buying	0.3		0.3	11
3	6	Universal McCann	Emirates Airlines	0.2		0.2	12
4	2	MediaCom	Hasbro	0.0		0.0	13
						0.9	7

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 R0I.