R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 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	1	Ogilvy	MCCY Project, Yokogawa Electrical International, Far East Organization Project	3.9		3.9	19
2	2	Publicis	Samsung eCommerce SEA, Align Tech Project	2.9		2.8	10
3	3	VMLY&R	Intel, HSBC Project	2.3		2.3	3
4	4	72andSunny	Budweiser SEA	2.0		2.0	1
5	5	DDB	SkillsFuture, NEA Social Media, Public Health Services, Ministry of Communication & Information	1.6		1.6	6
6	8	Wunderman Thompson	Abbott Nutrition project, Workforce Singapore, Microsoft Project, Aqilliz project	1.4		1.4	8
7	29	BLK J	Scoot Global	0.8		0.8	1
8	6	MullenLowe Group	Singapore Technology & Design, National Arts Council	0.6		0.6	2
9	7	Saatchi & Saatchi	Bombay Shaving Company, Pollident	0.5		0.5	2
10	13	Digitas	HSBC Project, Samsung Consulting Project, Coopervision Project	0.5		0.5	5
11	16	Dentsu	FMCG Client	0.2		0.2	7
12	9	McCann WorldGroup	FMCG Client	0.2		0.2	2
						13.9	44

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 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	1	Mindshare	Resorts World Sentosa AOR - Digital	0.5		0.5	4
2	2	PHD	Diageo	0.5		0.5	1
3	3	Havas Media	NTUC FairPrice	0.6	Emirates Airlines	0.4	1
4	-	Essence	Finance Client	0.4		0.4	1
5	4	dentsu X	HDFC Ergo General Insurance Buying	0.4		0.4	6
6	5	Universal McCann	Emirates Airlines	0.3		0.3	2
7	6	MediaCom	Hasbro	0.0		0.0	1
						2.1	19

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.