

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

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Singapore / Apr 2020 -

1 2 Publicis Samsung eCommerce SEA, Align Tech Project 5.4 5.3 2 1 Oglivy Singapore Project Proze, MCCY Project, Yokogava Electrical 4.2 4.2 3 5 DDB MSP Project, NEAP Project, Oppo Project 2.7 2.7 4 3 VMLY&R Intel, HSBC Project, Temasek Project 2.3 2.3 5 4 72andSunny Budweisr SEA 2.2 2.2 6 8 Wunderman Thompson Singapore Project, Microsoft Project, Aqilliz project 1.7 1.7 7 - BBH Jolibee Food Corporation 1.0 1.0 8 - BLK J Scott Global 0.8 0.8 9 6 MullenLowe Group Singapore Technology & Design, National Arts Council 0.6 0.6 10 7 Seatchi & Saetchi Bombay Shaving Company, Politient 0.5 0.5 0.5 11 9 McCann WorldGroup Unilever Project 0.3 0.3 0.3 12 1.8 Happy Marketer Zeapri International Digital 0.2 0.2 <th>RANK THIS Month</th> <th>RANK LAST MONTH</th> <th>AGENCY</th> <th>RECENT WINS</th> <th>ESTIMATED YTD WIN REVENUE (USD \$ m)</th> <th>RECENT LOSSES</th> <th>ESTIMATED OVERALL YTD REVENUE (USD \$m)</th> <th>No.of Wins</th>	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
21OgilvyProject, Yokogawa Electrical International International4.24.235DDBMSF Project, NEA Project, Oppo Project2.72.743VMLY&RIntel, HSBC Project, Temasek Project2.32.35472andSunnyBudweiser SEA2.22.268Wunderman Thompson Singapore, Microsoft Project, Aqiiliz project1.71.77-BBHJollibee Food Corporation1.01.08-BLK JScoot Global0.80.896MullenLowe GroupSingapore Technology & Design, National Arts Council0.60.6107Saatchi & SaatchiBombay Shaving Company, Pollident0.50.3119McCann WorldGroupUnilever Project0.30.31218Happy MarketerZespri International Digital0.20.2	1	2	Publicis	Tech Project	5.4		5.3	11
35DDBProject2.743VMLY&RIntel, HSBC Project, Temasek Project2.32.35472andSunnyBudweiser SEA2.22.268Wunderman ThompsonSingapore, Microsoft Project, Aqiiliz project1.71.77-BBHJollibee Food Corporation1.01.08-BLK JScoot Global0.80.896MullenLowe GroupSingapore Technology & Design, National Arts Council0.60.6107SaatchiBombay Shaving Company, Pollident0.50.50.3119McCann WorldGroupUnilever Project0.30.30.2	2	1	Ogilvy	Project, Yokogawa Electrical	4.2		4.2	20
43VMLY&RProject2.32.35472andSunnyBudweiser SEA2.22.268Wunderman ThompsonAbbott Nutrition project, Workforce Singapore, Microsoft Project, Aqilliz project1.71.77-BBHJollibee Food Corporation1.01.08-BLK JScoot Global0.80.896MullenLowe GroupSingapore Technology & Design, National Arts Council0.60.6107Saatchi & SaatchiBombay Shaving Company, Pollident0.50.5119McCann WorldGroupUnilever Project0.30.31218Happy MarketerZespri International Digital0.20.2	3	5	DDB		2.7		2.7	12
6 8 Wunderman Thompson Abbott Nutrition project, Workforce Singapore, Microsoft Project, Aqilliz 1.7 1.7 7 - BBH Jollibee Food Corporation 1.0 1.0 8 - BLK J Scoot Global 0.8 0.8 9 6 MullenLowe Group Singapore Technology & Design, National Arts Council 0.6 0.6 10 7 Saatchi & Saatchi Bombay Shaving Company, Pollident 0.5 0.5 11 9 McCann WorldGroup Unilever Project 0.3 0.2	4	3	VMLY&R		2.3		2.3	4
6 8 Wunderman Thompson Singapore, Microsoft Project, Aqiiliz 1.7 1.7 7 - BBH Jollibee Food Corporation 1.0 1.0 8 - BLK J Scoot Global 0.8 0.8 9 6 MullenLowe Group Singapore Technology & Design, National Arts Council 0.6 0.6 10 7 Saatchi & Saatchi Bombay Shaving Company, Pollident 0.5 0.5 11 9 McCann WorldGroup Unilever Project 0.3 0.3 12 18 Happy Marketer Zespri International Digital 0.2 0.2	5	4	72andSunny	Budweiser SEA	2.2		2.2	2
8 - BLK J Scoot Global 0.8 0.8 9 6 MullenLowe Group Singapore Technology & Design, National Arts Council 0.6 0.6 10 7 Saatchi & Saatchi Bombay Shaving Company, Pollident 0.5 0.5 11 9 McCann WorldGroup Unilever Project 0.3 0.3 12 18 Happy Marketer Zespri International Digital 0.2	6	8	Wunderman Thompson	Singapore, Microsoft Project, Aqilliz	1.7		1.7	9
9 6 MullenLowe Group Singapore Technology & Design, National Arts Council 0.6 0.6 10 7 Saatchi & Saatchi Bombay Shaving Company, O.5 0.5 11 9 McCann WorldGroup Unilever Project 0.3 0.3 12 18 Happy Marketer Zespri International Digital 0.2 0.2	7		BBH	Jollibee Food Corporation	1.0		1.0	1
9 6 MullenLowe Group National Arts Council 0.6 0.6 10 7 Saatchi & Saatchi Bombay Shaving Company, Pollident 0.5 0.5 11 9 McCann WorldGroup Unilever Project 0.3 0.3 12 18 Happy Marketer Zespri International Digital 0.2 0.2	8	-	BLK J	Scoot Global	0.8		0.8	1
10 1 Saatchi & Saatchi & Saatchi & Pollident 0.5 0.5 11 9 McCann WorldGroup Unilever Project 0.3 0.3 12 18 Happy Marketer Zespri International Digital 0.2 0.2	9	6	MullenLowe Group		0.6		0.6	2
12 18 Happy Marketer Zespri International Digital 0.2	10	7	Saatchi & Saatchi		0.5		0.5	2
	11	9	McCann WorldGroup	Unilever Project	0.3		0.3	4
13 16 Dentsu FMCG Client 0.2 Image: Client Cl	12	18	Happy Marketer	Zespri International Digital	0.2		0.2	2
	13	16	Dentsu	FMCG Client	0.2		0.2	7

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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 Digital, GSK Panadol Social	0.5		0.5	5
2	2	PHD	Diageo	0.5		0.5	1
3	3	Havas Media	NTUC FairPrice	0.6	Emirates Airlines	0.4	1
4	4	Essence	Finance Client	0.4		0.4	1
5	5	dentsu X	HDFC Ergo General Insurance Buying	0.4		0.4	6
6	7	MediaCom	Hasbro, Duracell, SUSS, CK Holdings Property	0.3		0.3	6
7	6	Universal McCann	Emirates Airlines	0.3		0.3	2
8	-	OMD	FEDEX TNT	0.2	Hasbro	0.1	4
9	8	Initiative	Finance Client	0.0		0.0	1
						2.5	29

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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.