



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 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	2	Publicis	Samsung eCommerce SEA, Align Tech Project	5.4		5.3	11
2	1	Ogilvy	Singapore Police Force, MCCY Project, Yokogawa Electrical International	4.2		4.2	20
3	5	DDB	MSF Project, NEA Project, Oppo Project	2.7		2.7	12
4	3	VMLY&R	Intel, HSBC Project, Temasek Project	2.3		2.3	4
5	4	72andSunny	Budweiser SEA	2.2		2.2	2
6	8	Wunderman Thompson	Abbott Nutrition project, Workforce Singapore, Microsoft Project, Aqilliz project	1.7		1.7	9
7	-	BBH	Jollibee Food Corporation	1.0		1.0	1
8	-	BLK J	Scoot Global	0.8		0.8	1
9	6	MullenLowe Group	Singapore Technology & Design, National Arts Council	0.6		0.6	2
10	7	Saatchi & Saatchi	Bombay Shaving Company, Pollident	0.5		0.5	2
11	9	McCann WorldGroup	Unilever Project	0.3		0.3	4
12	18	Happy Marketer	Zespri International Digital	0.2		0.2	2
13	16	Dentsu	FMCG Client	0.2		0.2	7
						20.0	82

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 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 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

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.