





## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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	0.6		0.6	6
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	6	MediaCom	Hasbro, Duracell, SUSS, CK Holdings Property	0.3		0.3	6
7	7	Universal McCann	Emirates Airlines	0.3		0.3	2
8	8	OMD	FEDEX TNT	0.2	Hasbro	0.1	4
9	9	Initiative	Finance Client	0.0		0.0	1

2020(Jan-May)	2.5	30
2019(Jan-May)	2.2	41
YoY Comparison:	10.5%	-26.8%

2020 Creative & Media (Jan-May)	25.3	123
2019 Creative & Media (Jan-May)	34.5	134
YoY Comparison:	-26.7%	-8.2%

**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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.