



# 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / June 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	6	dentsu X	Lark Technologies, Facebook, BBC Asia Project	1.2		1.2	24
2	2	PHD	Diageo, Bytedance, Mercatus, HSBC	0.7		0.7	4
3	1	Mindshare	Shopee Project, Resorts World Sentosa Digital, GSK Panadol	0.7		0.7	7
4	4	Havas Media	NTUC FairPrice	0.6	Emirates Airlines	0.4	1
5	5	Essence	Finance Client	0.4		0.4	1
6	8	Universal McCann	Emirates Airlines	0.3		0.3	2
7	7	MediaCom	Hasbro, Duracell, SUSS, CK Holdings Property	0.2		0.2	5
8	11	OMD	FEDEX TNT	0.2	Hasbro	0.1	4
9	12	Initiative	Finance Client	0.0		0.0	1

2020(Jan-Jun)	3.9	52
2019(Jan-Jun)	2.9	46
YoY Comparison:	35.1%	13.0%

2020 Creative & Media (Jan-Jun)	35.6	185
2019 Creative & Media (Jan-Jun)	37.9	149
YoY Comparison:	-6.1%	24.2%

**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.