

2020 CREATIVE 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 Sm)	No.of Wins
1	1	Publicis	Museum of Ice Cream, Samsung eCommerce SEA, Align Tech Project	5.4		5.4	12
2	2	Ogilvy	Facebook Singapore Project, HSBC Project, Yokogawa Electrical International	4.6		4.6	23
3	3	DDB	MSF Project, NEA Project, Oppo Project, IMDA	3.3		3.3	14
4	4	VMLY&R	Intel, HSBC Project, Temasek Project,3M Project	2.4		2.4	5
5	5	72andSunny	Budweiser SEA	2.2		2.2	2
6	6	Wunderman Thompson	Abbott Nutrition project, Workforce Singapore, Microsoft Project, Aqilliz project	1.8		1.8	10
7	7	BBH	Jollibee Food Corporation	1.0		1.0	1
8	-	8traordinary	TikTok SEA	1.0		1.0	1
9	8	BLK J	Scoot Global	0.8		0.8	1
10	11	McCann WorldGroup	Unilever Project, SG (CPF) Project	0.8		0.8	5
11	9	MullenLowe Group	Singapore Technology & Design, National Arts Council	0.6		0.6	2
12	10	Saatchi & Saatchi	Sensodyne Project, Bombay Shaving Company, Pollident	0.6		0.6	3
13	12	Happy Marketer	Zespri International Digital	0.2		0.2	2
14	13	Dentsu	FMCG Client	0.2		0.2	7

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2020(Jan-Jun)	31.7	133
2019(Jan-Jun)	35.0	103
YoY Comparison:	-9.5%	29.1%



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 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.