

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Aug 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	DDB Mudra Group	Discovery Food Network, MSF Project, AIC, NEA Project, Oppo Project, IMDA	6.0		6.0	19
2	2	Publicis	Museum of Ice Cream, Samsung eCommerce SEA, Align Tech Project	5.4		5.4	12
3	3	Ogilvy	National Art Council Project, Ministry of Law Project, Sanofi India	6.4	KFC	4.9	37
4	4	Isobar	CPG Client	3.7		3.7	19
5	5	VMLY&R	Zespri, HSBC Project, Colgate Project	3.2		3.2	15
6	7	Wunderman Thompson	Project Management Institute, Abbott Nutrition project, Workforce Singapore	2.3		2.3	12
7	6	72andSunny	Budweiser SEA	2.2		2.2	2
8	16	Havas Worldwide	Changi Airport Group Project, Ntuc Fairprice Co-Operative Project	2.0		2.0	6
9	10	BBH	Jollibee Food Corporation, Riot Games Global	2.0		2.0	2
10	-	TSLA	KFC	1.5		1.5	1
11	8	Straordinary	TikTok SEA	1.4		1.4	2
12	9	McCann WorldGroup	Unilever Project, SG (CPF) Project	1.2		1.2	8
13	11	FALCON	NETS	1.0		1.0	1
14	12	BLK J	Scoot Global	0.8		0.8	1
15	13	MullenLowe Group	Singapore Technology & Design, National Arts Council	0.6		0.6	2
16	14	Saatchi & Saatchi	Sensodyne Project, Bombay Shaving Company, Pollident	0.6		0.6	3
17	15	Dentsu	Land Transport Authority of Singapore Project	0.5		0.5	14
18	17	Metia Group	National Environment Agency	0.3		0.3	1
19	18	Happy Marketer	Zespri International Digital	0.2		0.2	2

2020(Jan-Aug)	37.9	166
2019(Jan-Aug)	40.6	143
YoY Comparison:	-6.5%	16.1%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Aug 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	9	OMD	FEDEX TNT	1.4	Hasbro	1.4	5
2	1	dentsu X	Lark Technologies, Facebook, BBC Asia Project	1.2		1.2	24
3	2	Mindshare	JLL, PMI Project, BlackRock(SEM)	0.8		0.8	10
4	3	PHD	Diageo, Bytedance, Mercatus, HSBC	0.7		0.7	4
5	4	Universal McCann	Emirates Airlines, Lazada	0.7		0.7	3
6	7	Zenith	Disney+, Eurokars - Mazda/MG, Mazda	0.5		0.5	3
7	5	Havas Media	NTUC FairPrice, Tommy Hilfiger	0.6	Emirates Airlines	0.5	3
8	6	Essence	Finance Client	0.4		0.4	1
9	8	MediaCom	Hasbro, Duracell, SUSS, CK Holdings Property	0.2		0.2	5
10	10	Mediahub	CMC Markets	0.1		0.1	1
11	11	Initiative	Finance Client	0.0		0.0	1

2020(Jan-Aug)	5.8	63
2019(Jan-Aug)	5.9	64
YoY Comparison:	-1.5%	-1.6%

2020 Creative & Media (Jan-Aug)	43.7	229
2019 Creative & Media (Jan-Aug)	46.5	207
YoY Comparison:	-5.9%	10.6%

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.