



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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

2020(Jan-Jul)	4.5	58
2019(Jan-Jul)	5.6	61
YoY Comparison:	-19.6%	-4.9%
2020 Creative & Media (Jan-Jul)	37.4	204
2019 Creative & Media (Jan-Jul)	42.7	182
YoY Comparison:	-12.3%	12.1%

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.