

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / July 2020

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENTWINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	2	DDB Mudra Group	MSF Project, AIC, NEA Project, Oppo Project, IMDA	5.7		5.7	18
2	1	Publicis	Museum of Ice Cream, Samsung eCommerce SEA, Align Tech Project	5.4		5.4	12
3	3	Ogilvy	National Gallery Singapore, Changi Airport Group Singapore Project,	5.2		5.2	30
4	4	Isobar	CPG Client	3.7		3.7	19
5	5	VMLY&R	Mediacorp Project, Kraft Heinz Project, STB Project	2.7		2.7	12
6	6	72andSunny	Budweiser SEA	2.2		2.2	2
7	7	•	Abbott Nutrition project, Workforce Singapore, Microsoft Project, Aqilliz project	1.8		1.8	10
8	8	8traordinary	TikTok SEA	1.4		1.4	2
9	9	McCann WorldGroup	Unilever Project, SG (CPF) Project	1.2		1.2	8
10	10	ВВН	Jollibee Food Corporation	1.0		1.0	1
11	11	FALCON	NETS	1.0		1.0	1
12	12	BLK J	Scoot Global	0.8		0.8	1
13	13	MullenLowe Group	Singapore Technology & Design, National Arts Council	0.6		0.6	2
14	14	Saatchi & Saatchi	Sensodyne Project, Bombay Shaving Company, Pollident	0.6		0.6	3
15	15	Dentsu	Land Transport Authority of Singapore Project	0.5		0.5	14
16	16	Havas Worldwide	Changi Airport Group Project	0.5		0.5	1
17	17	Metia Group	National Environment Agency	0.3		0.3	1
18	18	Happy Marketer	Zespri International Digital	0.2		0.2	2
					2020(Jan-Jul)	32.9	146
					2019(Jan-Jul)	37.1	121
					YoY Comparison:	-11.2%	20.7%

YoY Comparison: -11.2% 20.7%



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 R0I.

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