



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	6.4		6.4	21
2	2	Publicis	Museum of Ice Cream, Samsung eCommerce SEA, Align Tech Project	5.7		5.7	14
3	3	Ogilvy	Australia Made Project, National Art Council Project, Ministry of Law Project	6.8	KFC	5.3	39
4	4	Isobar	Panasonic Asia Pacific, Rohto-Mentholatum Project	6.3		6.3	40
5	5	VMLY&R	Zespri, HSBC Project, Colgate Project	3.2		3.2	15
6	6	Wunderman Thompson	Johnson & Johnson Project, IMDA, Project Management Institute	4.3		4.3	17
7	7	72andSunny	Budweiser SEA	2.2		2.2	2
8	8	Havas Worldwide	Changi Airport Group Project, Ntuc Fairprice Co-Operative Project	2.0		2.0	6
9	9	BBH	Jollibee Food Corporation, Riot Games Global	2.0		2.0	2
10	10	TSLA	KFC	1.5		1.5	1
11	11	8traordinary	TikTok SEA	1.4		1.4	2
12	12	McCann WorldGroup	Unilever Project, SG (CPF) Project	1.2		1.2	8
13	13	FALCON	NETS	1.0		1.0	1
14	14	BLK J	Scoot Global	0.8		0.8	1
15	15	MullenLowe Group	neurogena, government Technology Agency of Singapore Project, Singapore Technology	0.7		0.7	4
16	16	Saatchi & Saatchi	Sensodyne Project, Bombay Shaving Company, Pollident	0.6		0.6	3
17	17	Dentsu	Land Transport Authority of Singapore Project	0.5		0.5	14
18	18	Metia Group	National Environment Agency	0.3		0.3	1
19	19	Happy Marketer	Zespri International Digital	0.2		0.2	2

2020(Jan-Sep)	44.1	210
2019(Jan-Sep)	47.8	154
YoY Comparison:	-7.7%	36.4%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	OMD	FEDEX TNT	1.4	Hasbro	1.4	5
2	2	dentsu X	SkillsFuture Singapore, Lark Technologies, Facebook, BBC Asia Project	1.3		1.3	37
3	4	PHD	Mercatus, Diageo, Bytedance, Mercatus, HSBC	1.2		1.2	6
4	3	Mindshare	JLL, PMI Project, BlackRock(SEM)	0.8		0.8	10
5	5	Universal McCann	Emirates Airlines, Lazada	0.7		0.7	3
6	6	Zenith	Disney+, Eurokars - Mazda/MG, Mazda	0.5		0.5	3
7	7	Havas Media	NTUC FairPrice, Tommy Hilfiger	0.6	Emirates Airlines	0.5	3
8	8	Essence	Finance Client	0.4		0.4	1
9	9	MediaCom	Hasbro, Duracell, SUSS, CK Holdings Property, Uber	0.3		0.3	6
10	10	Mediahub	CMC Markets	0.1		0.1	1
11	11	Initiative	Finance Client	0.0		0.0	1

2020(Jan-Sep)	6.4	80
2019(Jan-Sep)	6.5	73
YoY Comparison:	-1.2%	9.6%

2020 Creative & Media (Jan-Sep)	50.5	290
2019 Creative & Media (Jan-Sep)	54.2	227
YoY Comparison:	-6.9%	27.8%

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.