

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 Sm)	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	Technology Agency of Singapore	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

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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

Note Skillsfuture Singapore, Lark 1.3 1.	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
2 2 dentsu X Technologies, Sacebook, BBC Asia 1.3 1.3 3 3 4 PHD Mercatus, Diago, Bytefance, Mercatus, HBC 1.2 1.2 1.2 0 4 3 Mindshare J.L. PMI Project, BlackRock/SEM) 0.8 0.8 1 1.2 0 5 5 Universal McCann Emirates Airlines, Lazada 0.7 0.7 3 6 6 Zonith Disney+, Eurokars - Mazda/MG, O.6 0.5 3 7 7 Hawas Modia NTUC Fair/ine, Loromy Hilfiger 0.6 Emirates Airlines 0.5 3 9 9 MerdiaCom Hastor, Duracell, SUSS, OK 0.3 0.3 0.3 0 10 10 MediaCom Hastor, Duracell, SUSS, OK 0.3 0.0 1 0 0 0 1 0 0 0 1 0 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 1 1 1 1 1 <td< td=""><td>1</td><td>1</td><td>OMD</td><td>FEDEX TNT</td><td>1.4</td><td>Hasbro</td><td>1.4</td><td>5</td></td<>	1	1	OMD	FEDEX TNT	1.4	Hasbro	1.4	5
a 4 PND Mercatus, HSBC 1.2 1.2 1.2 1.2 4 3 Mindahare JL, PMI Project, BlackRock(SEM) 0.8 0.8 1 5 5 Universal McCann Entriates Airlines, Lazada 0.7 0.7 3 6 6 Zenth Disroy-, Fuckors - Mazda/MG, Mazda/MG, Mazda 0.5 0.5 3 7 7 Havas Media NTUC FairPrice, Tommy Hilfger 0.6 Emirates Airlines 0.5 3 8 8 Essence Finance Client 0.4 0.4 0.4 2 9 9 MediaCom Hastro, Durrecht, SUSS, CK 0.3 0.3 0.3 0.3 0.3 10 10 Mediahub CMC Markets 0.1 0.1 1.4 1.4 1.4 1.1 Initiative Finance Client 0.0 0.0 1.4 1.4 11 11 Initiative Finance Client 0.0 0.0 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 <td>2</td> <td>2</td> <td>dentsu X</td> <td>Technologies, Facebook, BBC Asia</td> <td>1.3</td> <td></td> <td>1.3</td> <td>37</td>	2	2	dentsu X	Technologies, Facebook, BBC Asia	1.3		1.3	37
S Universal MoCan Enriates Airlines, Lazada 0.7 3 6 Zenth Dianeyr, Eurokars 0.6 Emriates Airlines 0.5 3 7 7 Havas Media NTUC FairPrice, Tommy Hilfiger 0.6 Emriates Airlines 0.5 3 8 8 Essence Finance Client 0.4 0.4 0.4 2 9 MediaCom Hasbro, Duracell, SUSS, CK 0.3 0.3 0.3 0.3 0.3 0.3 10 10 Medialoub CMC Markets 0.1 0.0 0.0 2 11 11 Initiative Finance Client 0.0 0.0 2 11 12 13 14 14 <th1< td=""><td>3</td><td>4</td><td>PHD</td><td></td><td>1.2</td><td></td><td>1.2</td><td>6</td></th1<>	3	4	PHD		1.2		1.2	6
6 2 enith Disrey*, Eurokars- Mazda/MG, Mazda 0.5	4	3	Mindshare	JLL, PMI Project, BlackRock(SEM)	0.8		0.8	10
o 2 2 2 2 0.0 0.03 0.03 2 7 7 Havas Media NTUC FairPrice, Tommy Hilfiger 0.6 Emirates Airlines 0.5 3 8 8 Essence Finance Client 0.4 0.3 0.3 6 10 10 MediaCom Hasbro, Duracell, SUSS, OK Holdings Property, Uber 0.3 0.1 0.1 3 6 11 10 MediaCom Hasbro, Duracell, SUSS, OK Holdings Property, Uber 0.3 0.0 0.1 3 0.0 3 3 3 3	5	5	Universal McCann	Emirates Airlines, Lazada	0.7		0.7	3
7 7 Havas Media NTUC FairPrice, Tommy Hilfiger 0.6 Emirates Airlines 0.5 5 8 8 Essence Finance Client 0.4 0.4 2 9 9 MediaCom Hasbro, Duracell, SUSS, CK 0.3 0.3 0.4 2 10 10 Mediahub CMC Markets 0.1 0.1 2 2 11 11 Initiative Finance Client 0.0 0.0 3 2 11 11 Initiative Finance Client 0.0 0.0 3 2 3 3 3 3 3 3 3 <td>6</td> <td>6</td> <td>Zenith</td> <td></td> <td>0.5</td> <td></td> <td>0.5</td> <td>3</td>	6	6	Zenith		0.5		0.5	3
9 MediaCom Hasbro. Duracell, SUSS, CK Holdings Property, Uber 0.3 <th< td=""><td>7</td><td>7</td><td>Havas Media</td><td></td><td>0.6</td><td>Emirates Airlines</td><td>0.5</td><td>3</td></th<>	7	7	Havas Media		0.6	Emirates Airlines	0.5	3
3 9 Mediation Holdings Property, Uber 0.3 <t< td=""><td>8</td><td>8</td><td>Essence</td><td>Finance Client</td><td>0.4</td><td></td><td>0.4</td><td>1</td></t<>	8	8	Essence	Finance Client	0.4		0.4	1
11 11 initiative Finance Client 0.0 2 11 11 initiative Finance Client 0.0 1 11 11 initiative Finance Client Finance Client 1 11 11 Initiative Finance Client Finance Client 1 11 11 Initiative Finance Client Finance Client 1 11 Initiative Finance Client Finance Client 1 1 11 Initiative Finance Client Finance Client 1 1 11 Finance Client Fin	9	9	MediaCom		0.3		0.3	6
Image: Sector	10	10	Mediahub	CMC Markets	0.1		0.1	1
2019(Jan-Sep)6.57YoY Comparison:-1.2%9.02020 Creative & Media (Jan-Sep)50.529	11	11	Initiative	Finance Client	0.0		0.0	1
2019(Jan-Sep)6.57YoY Comparison:-1.2%9.02020 Creative & Media (Jan-Sep)50.529								
2019(Jan-Sep)6.57YoY Comparison:-1.2%9.02020 Creative & Media (Jan-Sep)50.529								
2019(Jan-Sep)6.57YoY Comparison:-1.2%9.02020 Creative & Media (Jan-Sep)50.529								
2019(Jan-Sep)6.57YoY Comparison:-1.2%9.02020 Creative & Media (Jan-Sep)50.529						0000//0		
YoY Comparison: -1.2% 9.0 2020 Creative & Media (Jan-Sep) 50.5 29						2020(Jan-Sep)	0.4	
2020 Creative & Media (Jan-Sep) 50.5 25						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) 52,2 22						2019 Creative & Media (Jan-Sep)	54.2	227

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.

YoY Comparison: