



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	SIM, Ministry of Sustainability & Environment, iShopChangi	7.3		7.3	25	
2	4	Isobar	Panasonic Asia Pacific, Rohto-Mentholatum Project	6.3		6.3	40	
3	3	Ogilvy	Yokogawa Electrical Project, Rockwell Automation Singapore, GovTech Singapore	7.5	KFC	6.0	45	
4	2	Publicis	Museum of Ice Cream, Samsung eCommerce SEA, Align Tech Project	5.7		5.7	14	
5	6	Wunderman Thompson	Johnson & Johnson Project, IMDA, Project Management Institute	4.7		4.7	18	
6	5	VMLY&R	Zespri, HSBC Project, Colgate Project	3.2		3.2	15	
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	12	McCann WorldGroup	Unilever Project, SG (CPF) Project	1.5		1.5	9	
12	11	Stratford	TikTok SEA	1.4		1.4	2	
13	13	FALCON	NETS	1.0		1.0	1	
14	14	BLK J	Scoot Global	0.8		0.8	1	
15	15	MullenLowe Group	Neutrogena, Government Technology Agency of Singapore Project, Singapore Technology & Design	0.7		0.7	4	
16	17	Dentsu	Land Transport Authority of Singapore Project	0.5		0.5	14	
17	18	Metia Group	National Environment Agency	0.3		0.3	1	
18	16	Saatchi & Saatchi	Sensodyne Project, Bombay Shaving Company, Pollident	0.6	Central Provident Fund Board	0.3	3	
19	19	Happy Marketer	Zespri International Digital	0.2		0.2	2	
20	20	Digitas	HSBC Project, Samsung Consulting Project, Coopervision Project	0.6	Entertainment Company	-1.9	7	
						2020(Jan-Oct)	45.8	212
						2019(Jan-Oct)	53.0	163
						YoY Comparison:	-13.6%	30.1%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	1.5	Hasbro	1.5	6
2	2	dentsu X	SkillsFuture Singapore, Lark Technologies, Facebook, BBC Asia Project	1.3		1.3	37
3	4	Mindshare	JLL, PMI Project, BlackRock(SEM)	1.2		1.2	12
4	3	PHD	Mercatus, Diageo, Bytedance, Mercatus, HSBC	1.2		1.2	6
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	Pandora, Hasbro, Duracell, SUSS, CK Holdings Property, Uber	0.4		0.4	7
10	10	Mediahub	Oatly Milk, Singapore Cancer Society, CMC Markets	0.2		0.2	3
11	11	Initiative	Finance Client	0.0		0.0	1

2020(Jan-Oct)	6.6	87
2019(Jan-Oct)	6.7	84
YoY Comparison:	-1.3%	3.6%

2020 Creative & Media (Jan-Oct)	52.4	299
2019 Creative & Media (Jan-Oct)	59.7	247
YoY Comparison:	-12.2%	21.1%

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.