

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

## Singapore / Nov 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	TAFEP Project, SIM, Ministry of Sustainability & Environment, iShopChangi	7.7		7.0	28
2	2	Isobar	Panasonic Asia Pacific, Rohto- Mentholatum Project	6.3		6.3	40
3	5	Wunderman Thompson	HSBC, Kellogg's Project, Johnson & Johnson Project, IMDA, Project Management Institute	6.2		6.2	21
4	3	Ogilvy	DocuSign Project, Yokogawa Electrical Project, Rockwell Automation Singapore	7.6	KFC	6.1	47
5	4	Publicis	Visa Production, French Embassy Project, Museum of Ice Cream, Samsung eCommerce SEA	6.1		6.1	16
6	-	R/GA	United Overseas Bank, Singlife,Prudential Corporation Asia	4.4		4.4	12
7	6	VMLY&R	Zespri, HSBC Project, Colgate Project, Mediacorp Project	3.6		3.6	18
8	7	72andSunny	Budweiser SEA	2.2		2.2	2
9	8	Havas Worldwide	Changi Airport Group Project, Ntuc Fairprice Co-Operative Project	2.0		2.0	6
10	9	ВВН	Jollibee Food Corporation, Riot Games Global	2.0		2.0	2
11	10	TSLA	KFC	1.5		1.5	1
12	11	McCann WorldGroup	Unilever Project, SG (CPF) Project	1.5		1.5	9
13	12	8traordinary	TikTok SEA	1.4		1.4	2
14	13	FALCON	NETS	1.0		1.0	1
15	14	BLK J	Scoot Global	0.8		0.8	1
16	15	MullenLowe Group	Friesland Campina Project, Estee Lauder Project, Neutrogena	0.7		0.7	6
17	16	Dentsu	Land Transport Authority of Singapore Project	0.5		0.5	14
18	-	Grey Group	Singapore Food Agency, SPI Global	0.4		0.4	10
19	17	Metia Group	National Environment Agency	0.3		0.3	1
20	18	Saatchi & Saatchi	Sensodyne Project, Bombay Shaving Company, Pollident	0.6	Central Provident Fund Board	0.3	3
					2020(Jan-Nov)	52.8	250
					2019(Jan-Nov)	59.4	174
					VoV Comparison	-11 1%	43 7%

YoY Comparison: -11.1%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Nov 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	3	Mindshare	JLL, PMI Project, BlackRock(SEM)	1.8		1.8	17
2	1	OMD	FEDEX TNT	1.5	Hasbro	1.5	6
3	2	dentsu X	SkillsFuture Singapore, Lark Technologies, Facebook, BBC Asia Project	1.3		1.3	37
4	4	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-Nov)		95
					2019(Jan-Nov)	8.5	86
					YoY Comparison:	-13.0%	10.5%
					2020 Creative & Media (Jan-Nov)	60.2	345
					2019 Creative & Media (Jan-Nov)	67.9	260

## 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:

2