

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	BBH	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	Straordinary	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
						YoY Comparison:	-11.1%	43.7%

