



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 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	East Coast Town Council, Nestlé, Ministry of Social and Family Development	8.3		7.6	30	
2	4	Ogilvy	Decathlon, DocuSign Project, Yokogawa Electrical Project, Rockwell Automation Singapore	9.0	KFC	7.5	56	
3	2	Isobar	Panasonic Asia Pacific, Rohto-Mentholatum Project	6.3		6.3	40	
4	3	Wunderman Thompson	HSBC, Kellogg's Project, Johnson & Johnson Project, IMDA, Project Management Institute	6.2		6.2	21	
5	5	Publicis	Visa Production, French Embassy Project, Museum of Ice Cream, Samsung eCommerce SEA	6.1		6.1	16	
6	7	VMLY&R	Colgate Project, HSBC Project, Colgate Project	3.7		3.7	21	
7	6	R/GA	United Overseas Bank, Singlife, Prudential Corporation Asia	3.4		3.4	12	
8	8	72andSunny	Budweiser SEA	2.2		2.2	2	
9	9	Havas Worldwide	Changi Airport Group Project, Ntuc Fairprice Co-Operative Project	2.0		2.0	6	
10	10	BBH	Jollibee Food Corporation, Riot Games Global	2.0		2.0	2	
11	11	TSLA	KFC	1.5		1.5	1	
12	12	McCann WorldGroup	Unilever Project, SG (CPF) Project	1.5		1.5	9	
13	13	Straordinary	TikTok SEA	1.4		1.4	2	
14	14	FALCON	NETS	1.0		1.0	1	
15	17	Dentsu	Land Transport Authority of Singapore Project	0.8		0.8	22	
16	15	BLK J	Scoot Global	0.8		0.8	1	
17	16	MullenLowe Group	Friesland Campina Project, Estee Lauder Project, Neutrogena	0.7		0.7	6	
18	18	Grey Group	Singapore Food Agency, SPI Global	0.4		0.4	10	
19	19	Metia Group	National Environment Agency	0.3		0.3	1	
20	20	Saatchi & Saatchi	Sensodyne Project, Bombay Shaving Company, Pollident	0.6	Central Provident Fund Board	0.3	3	
						2020(Jan-Dec)	54.3	272
						2019(Jan-Dec)	62.7	190
						YoY Comparison:	-13.5%	43.2%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 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	2	OMD	FEDEX TNT	1.5	Hasbro	1.5	6
2	3	dentsu X	Galderma Singapore, Asahi Group, Workforce Singapore	1.4		1.4	54
3	1	Mindshare	JLL, PMI Project, BlackRock(SEM)	1.8	Yum Brands	1.2	17
4	4	PHD	Mercatus, Diageo, Bytedance, Mercatus, HSBC	1.2	Dole Foods	1.1	6
5	7	Havas Media	Yum Brands, NTUC FairPrice, Tommy Hilfiger	1.2	Emirates Airlines	1.1	4
6	19	Wavemaker	OCBC, Philips, Amobee	0.9	Eurokars - Mazda/MG	0.7	5
7	5	Universal McCann	Emirates Airlines, Lazada	0.7		0.7	3
8	22	Starcom	Coke	1.0	Zespri	0.6	1
9	6	Zenith	Disney+, Eurokars - Mazda/MG, Mazda	0.5		0.5	3
10	8	Essence	Finance Client	0.4		0.4	1
11	20	Carat		0.8	Diageo	0.3	5
12	10	Mediahub	Oatly Milk, Singapore Cancer Society, CMC Markets	0.2		0.2	3
13	12	Spark Foundry	Dole Foods	0.1		0.1	1
14	11	Initiative	Finance Client	0.0		0.0	1

2020(Jan-Dec)	8.8	118
2019(Jan-Dec)	9.0	98
YoY Comparison:	-2.5%	20.4%

2020 Creative & Media (Jan-Dec)	63.1	390
2019 Creative & Media (Jan-Dec)	71.8	288
YoY Comparison:	-12.1%	35.4%

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.