

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2021 —

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	Ogilvy	Philips Project, MSD SHARP & DOHME GmbH, Rockwell Automation Project	0.7		0.7	4
2	4	Wunderman Thompson	Pharma Client	0.6		0.6	1
3	6	VMLY&R	Tanjong pagar town council Project	0.3		0.3	1
4	17	MullenLowe Group	Seventh Generation Project	0.2		0.2	1
5	18	Grey Group	Ministry of Social and Family Development	0.0		0.0	1

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2021 Jan:	1.7	8
2020 Jan:	6.6	26
YoY Comparison:	-73.8%	-69.2%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2021

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	5	Havas Media	AIA	0.3		0.3	1
2	14	Initiative	Luxury Client	0.2		0.2	1
3	6	Wavemaker	sixmoredays (Stem Regen), NTUC Link Social Always On	0.0		0.0	3

2021 Jan:	0.4	5
2020 Jan:	0.9	7
YoY Comparison:	-51.6%	-28.6%
2021 Creative & Media (Jan)	2.2	13
2020 Creative & Media (Jan)	7.5	33

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: