

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 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	1	Ogilvy	Nestlé Illuma, Nestlé Milo, MSD	3.1		3.1	13
2	6	DDB	LTA, SIM, Unilever	1.6		1.6	6
3	10	72andSunny	Oppo Global	1.5		1.5	2
4	2	Wunderman Thompson	Pharma Client	1.0		1.0	2
5	4	MullenLowe Group	Seventh Generation Project	0.9		0.9	3
6	8	Publicis	Samsung e-Commerce PP (SEA) Project	0.6		0.6	2
7	3	VMLY&R	Tanjong pagar town council Project, Frasers Property - Website Design Project	0.4		0.4	2
8	5	Grey Group	Ministry of Social and Family Development	0.0		0.0	1
9	20	Saatchi & Saatchi	FMCG Client	0.0		0.0	1

<b>2021 (Jan-Feb):</b>	<b>9.1</b>	<b>32</b>
<b>2020 (Jan-Feb):</b>	<b>13.9</b>	<b>44</b>
<b>YoY Comparison:</b>	<b>-34.5%</b>	<b>-27.3%</b>



# 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 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	6	Mindshare	Puma (Planning & e-Commerce), 3M, Alibaba (Tmall)	0.3		0.3	6
2	1	Havas Media	AIA	0.3		0.3	1
3	2	Initiative	Luxury Client	0.2		0.2	1
4	7	PHD	Reckitt	0.1		0.1	1
5	3	Wavemaker	sixmoredays (Stem Regen), NTUC Link Social Always On	0.0		0.0	3
2021 (Jan-Feb):						0.8	12
2020 (Jan-Feb):						1.5	10
YoY Comparison:						-45.1%	20.0%

  

2021 Creative & Media ((Jan-Feb))		9.9	44
2020 Creative & Media ((Jan-Feb))		15.4	54
YoY Comparison:		-35.5%	-18.5%

**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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.