

## **2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

## Singapore / Mar 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	Yokogawa Electrical International, Lenovo Project, Singtel Project	6.3		6.3	30
2	2	DDB	LTA, SIM, Unilever, MCI, Viu- brand campaign, Dairy Farm	2.0		2.0	9
3	4	Wunderman Thompson	Project Management Institute	1.6		1.6	4
4	3	72andSunny	Oppo Global	1.5		1.5	2
5	15	McCann WorldGroup	Pharma Client	1.5		1.5	1
6	7	VMLY&R	Sony Electornics Project, Zespri, Tanjong pagar town council Project	1.0		1.0	4
7	5	MullenLowe Group	Seventh Generation Project	0.9		0.9	3
8	6	Publicis	Samsung e-Commerce PP (SEA) Project	0.6		0.6	2
9	-	BBDO	Tripartite Alliance Project	0.6		0.6	1
10	8	Grey Group	GSK (brands) Project, Pringles Project, Ministry of Social and Family Development	0.5		0.5	3
11	9	Saatchi & Saatchi	FMCG Client	0.0		0.0	1
					2021 (Jan-Mar):	16.5	61

2021 (Jan-Mar): 16.5 61
2020 (Jan-Mar): 13.9 44
YoY Comparison: 18.7% 38.6%

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## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Singapore / Mar 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	4	PHD	Reckitt, Subway	0.4		0.4	2
2	1	Mindshare	Puma (Planning & e-Commerce), 3M, Alibaba (Tmall)	0.3		0.3	6
3	2	Havas Media	AIA	0.3		0.3	1
4	3	Initiative	Luxury Client	0.2		0.2	1
5	5	Wavemaker	sixmoredays (Stem Regen), NTUC Link Social Always On	0.1		0.1	5
6	12	Carat	IT Client	0.0		0.0	2
					2021 (Jan-Mar):	1.0	18
					2020 (Jan-Mar):	2.1	19
					YoY Comparison:	-54.2%	-5.3%
					2021 Creative & Media ((Jan-Mar))	17.5	79
							63
					2020 Creative & Media ((Jan-Mar))		
IETHODOLOGY					YoY Comparison:	9.2%	25.4%

## 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 R0I.

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