# R3 WORLDWIDE

# 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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 | Singapore Police Force, Yokogawa Electrical International, Swisse Project | 9.2 | | 9.2 | 50 |
| 2 | 10 | BBDO | Audi, Viu, English Premier League, Tripartite Alliance Project | 2.6 | | 2.6 | 6 |
| 3 | 2 | Grey Group | Dole Food Company Project, Resorts World Genting Project, Dole Project | 2.4 | | 2.4 | 6 |
| 4 | 3 | DDB | National Library Board, LTA, SIM, Unilever, MCI, Viu- brand campaign, Dairy Farm | 2.3 | | 2.3 | 10 |
| 5 | 4 | Wunderman Thompson | Project Management Institute | 2.3 | | 2.3 | 6 |
| 6 | | The Secret Little Agency | StarHub | 2.0 | | 2.0 | 1 |
| 7 | 5 | 72andSunny | Oppo Global | 1.5 | | 1.5 | 2 |
| 8 | 6 | McCann WorldGroup | Pharma Client | 1.5 | | 1.5 | 1 |
| 9 | 7 | VMLY&R | Colgate Project, Becton Dickinson Project | 1.5 | | 1.5 | 8 |
| 10 | 8 | MullenLowe Group | Citibank, Infocomm Media Development Authority, Seventh Generation Project | 0.9 | | 0.9 | 5 |
| 11 | 11 | Havas Worldwide | FERRERO Project, Singapore Symphonia Company, Network Electronic Transfers | 0.9 | | 0.9 | 3 |
| 12 | 9 | Publicis | Samsung e-Commerce PP (SEA) Project | 0.6 | | 0.6 | 2 |
| 13 | 24 | Digitas | Arrow Electronics | 0.3 | | 0.3 | 1 |
| 14 | 12 | Saatchi & Saatchi | FMCG Client | 0.0 | | 0.0 | 1 |

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|---|---|---|
| 2021 (Jan-May): | 27.9 | 103 |
| 2020 (Jan-May): | 22.8 | 93 |
| YoY Comparison: | 22.4% | 10.8% |

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# 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

## Singapore / May 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 | PHD | Reckitt, Subway, IKEA, Tafep | 0.6 | | 0.6 | 5 |
| 2 | 2 | Mindshare | Puma (Planning & e-Commerce), 3M, Alibaba (Tmall) | 0.3 | | 0.3 | 6 |
| 3 | 3 | Havas Media | AIA | 0.3 | | 0.3 | 1 |
| 4 | 4 | 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 | 6 | Carat | IT Client | 0.0 | | 0.0 | 2 |

| | | |
|---|---|---|
| 2021 (Jan-May): | 0.8 | 21 |
| 2020 (Jan-May): | 2.5 | 30 |
| YoY Comparison: | -66.9% | -30.0% |

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|---|---|---|
| 2021 Creative & Media ((Jan-May)) | 28.7 | 124 |
| 2020 Creative & Media ((Jan-May)) | 25.3 | 123 |
| YoY Comparison: | 13.7% | 0.8% |

**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.