



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jun 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	-	GOVT	Sentosa Development Corporation	33.3		26.8	120
2	1	Ogilvy	MSD, Workforce Singapore, NCS Pte. Ltd.	11.1		11.1	55
3	4	DDB	MOH, National Library Board, LTA, SIM	4.1		4.1	15
4	5	Wunderman Thompson	Project Management Institute	2.6		2.6	7
5	3	Grey Group	Dole Food Company Project, Resorts World Genting Project, Dole Project	2.4		2.4	6
6	2	BBD0	Audi, English Premier League, Tripartite Alliance Project	2.0		2.0	4
7	6	The Secret Little Agency	StarHub	2.0		2.0	1
8	9	VMLY&R	Asian Civilization Museum Project, Colgate Project, Becton Dickinson Project	1.6		1.6	9
9	7	72andSunny	Oppo Global	1.5		1.5	2
10	8	McCann WorldGroup	Pharma Client	1.5		1.5	1
11	10	MullenLowe Group	IMDA IMDA (Infocomm Media Development Authority) Project OR AOR, Friesland Campina Project, Citibank	1.5		1.5	8
12	11	Havas Worldwide	FERRERO Project, Singapore Symphonia Company, Network Electronic Transfers	0.9		0.9	3
13	17	R/GA	ViewSonic	0.8		0.8	2
14	12	Publicis	Samsung e-Commerce PP (SEA) Project	0.6		0.6	2
15	13	Digitas	Arrow Electronics	0.3		0.3	1
16	16	Isobar	Technology Client	0.1		0.1	1
17	14	Saatchi & Saatchi	FMCG Client	0.0		0.0	1
18	15	Dentsu	Entertainment Client	0.0		0.0	1

2021 (Jan-Jun): 59.1 239

2020 (Jan-Jun): 31.7 133

YoY Comparison: 86.3% 79.7%

