

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	BBDO	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

2021 (Jan-Jun): 59.1 239
2020 (Jan-Jun): 31.7 133
YoY Comparison: 86.3% 79.7%

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2021 MEDIA 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	14	Spark Foundry	FMCG Client	1.0		1.0	2
2	20	iProspect	Standard Chartered Bank Project	0.6		0.6	4
4	1	PHD	Reckitt, Subway, IKEA, Tafep	0.6		0.6	5
5	2	Mindshare	Lalamove, Puma (Planning & e- Commerce), 3M, Alibaba (Tmall)	0.4		0.4	7
6	9	Universal McCann	Sentosa Development Corporation, Association Banks of Singapore	0.4		0.4	2
7	3	Havas Media	AIA	0.3		0.3	1
8	4	Initiative	Luxury Client	0.2		0.2	1
9	8	dentsu X	Fujifilm Project	0.1		0.1	1
10	5	Wavemaker	sixmoredays (Stem Regen), NTUC Link Social Always On	0.1		0.1	5
11	6	Carat	IT Client	0.0		0.0	2
					2021 (Jan-Jun):	3.5	31
					2020 (Jan-Jun):	3.9	52
					YoY Comparison:	-11.5%	-40.4%
					2021 Creative & Media ((Jan-Jun))	62.5	270
					2020 Creative & Media ((Jan-Jun))	35.6	185
					YoY Comparison:	75.6%	45.9%

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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