



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Aug 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	GOVT	Sentosa Development Corporation	37.1		29.3	140
2	2	Ogilvy	MSD, Unilever Project, EXPO 2020 Project, Dairy Farm Project	11.7		11.7	61
3	3	DDB	MOH, National Library Board, LTA, SIM	4.7		4.7	17
4	4	Wunderman Thompson	Project Management Institute Project, Project Management Institute	3.6		3.6	10
5	5	Grey Group	Dole Food Company Project, Resorts World Genting Project, Dole Project	2.4		2.4	6
6	6	BBDO	Audi, English Premier League, Tripartite Alliance Project	2.0		2.0	4
7	7	The Secret Little Agency	StarHub	2.0		2.0	1
8	10	VMLY&R	BAT Project, Google Project, Asian Civilization Museum Project, Colgate Project	1.8		1.8	11
9	8	McCann WorldGroup	Pharma Client	1.7		1.7	2
10	9	Havas Worldwide	Direct Asia Project, Singapore Management University, Singapore Symphonia Company Limited Project	1.6		1.6	6
11	11	72andSunny	Oppo Global	1.5		1.5	2
12	12	MullenLowe Group	IMDA IMDA (Infocomm Media Development Authority) Project OR AOR, Friesland Campina Project, Citibank	1.5		1.5	9
13	13	Publicis	Visa, Samsung e-Commerce PP (SEA) Project	1.1		1.1	4
14	14	R/GA	ViewSonic	0.8		0.8	2
15	15	Digitas	Arrow Electronics	0.3		0.3	1
16	16	Isobar	Technology Client	0.1		0.1	1
17	17	Saatchi & Saatchi	FMCG Client	0.0		0.0	1
18	18	Dentsu	Entertainment Client	0.0		0.0	1

2021 (Jan-Aug):	65.4	279
2020 (Jan-Aug):	32.9	146
YoY Comparison:	98.6%	91.1%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Aug 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	Spark Foundry	Disney+ SEO, Expedia TV, Console Connect	1.3		1.3	12
2	2	PHD	Reckitt, Subway, IKEA, Tafep	0.7		0.7	6
3	3	iProspect	Standard Chartered Bank Project	0.6		0.6	4
4	4	Mindshare	Lalamove, Puma (Planning & e-Commerce), 3M, Alibaba (Tmall)	0.4		0.4	9
5	5	Universal McCann	Sentosa Development Corporation, Association Banks of Singapore	0.4		0.4	2
6	11	OMD		0.3		0.3	1
7	6	Havas Media	AIA	0.3		0.3	1
8	7	Wavemaker	sixmoredays (Stem Regen), NTUC Link Social Always On	0.2		0.2	7
9	8	Initiative	Luxury Client	0.2		0.2	1
10	9	dentsu X	Fujifilm Project	0.1		0.1	1
11	10	Carat	IT Client	0.0		0.0	2

2021 (Jan-Aug):	4.3	50
2020 (Jan-Aug):	4.5	58
YoY Comparison:	-4.5%	-13.8%

2021 Creative & Media ((Jan-Aug))	69.7	329
2020 Creative & Media ((Jan-Aug))	37.4	204
YoY Comparison:	86.2%	61.3%

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.