



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	44.0		31.8	160	
2	2	Ogilvy	Mondelez, Nestlé, Organon & Co.	12.8		12.8	65	
3	3	DDB	MOH, National Library Board, LTA, SIM	5.0		5.0	18	
4	4	Wunderman Thompson	Ministry of Communication and Information	3.8		3.8	11	
5	10	Havas Worldwide	AMAZON Project, Endowus Project, JDE	3.6		3.6	10	
6	6	BBDO	MOHH, Audi, English Premier League, Tripartite Alliance Project	2.5		2.5	5	
7	5	Grey Group	Dole Food Company Project, Resorts World Genting Project, Dole	2.4		2.4	6	
8	7	The Secret Little Agency	StarHub	2.0		2.0	1	
9	-	BBH	Genesis Project, Hyundai Project, NTUC First Campus Project	2.5		2.0	5	
10	8	VMLY&R	BAT Project, Google Project, Asian Civilization Museum Project, Colgate Project	1.8		1.8	11	
11	9	McCann WorldGroup	Pharma Client	1.7		1.7	2	
12	11	72andSunny	Oppo Global	1.5		1.5	2	
13	12	MullenLowe Group	Development Authority Project OR	1.5		1.5	9	
14	13	Publicis	Visa, Samsung e-Commerce PP (SEA) Project	1.1		1.1	4	
15	14	R/GA	ViewSonic	0.8		0.8	2	
16	16	Isobar	Technology Client	0.4		0.4	5	
17	15	Digitas	Arrow Electronics	0.3		0.3	1	
18	17	Saatchi & Saatchi	FMCG Client	0.0		0.0	1	
19	18	Dentsu	Entertainment Client	0.0		0.0	1	
						2021 (Jan-Sep):	74.8	319
						2020 (Jan-Sep):	44.1	210
						YoY Comparison:	69.5%	51.9%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	Education Client	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-Sep):	5.6	63
2020 (Jan-Sep):	6.4	80
YoY Comparison:	-11.8%	-21.3%

2021 Creative & Media ((Jan-Sep))	80.4	382
2020 Creative & Media ((Jan-Sep))	50.5	290
YoY Comparison:	59.2%	31.7%

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.