



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	45.9		32.8	168
2	2	Ogilvy	Mondelez, Nestlé, Organon & Co.	12.9		12.9	66
3	3	DDB	Changi Airport Group, PUB, Hennessy	5.9		5.9	21
4	5	Havas Worldwide	Ministry of Education Project, AMAZON Project, Endowus Project, JDE	4.0		4.0	11
5	4	Wunderman Thompson	Ministry of Communication and Information	3.8		3.8	12
6	6	BBDO	CIMB Project, MOHH, Audi, English Premier League, Tripartite Alliance	2.5		2.5	6
7	9	BBH	UOB Brand Revitalisation Project, Genesis Project, Hyundai Project,	3.0		2.5	6
8	7	Grey Group	Dole Food Company Project, Resorts World Genting Project, Dole Project	2.4		2.4	6
9	8	The Secret Little Agency	StarHub	2.0		2.0	1
10	10	VMLY&R	BAT Project, Google Project, Asian Civilization Museum Project, Colgate Project	1.8		1.8	11
11	11	McCann WorldGroup	Pharma Client	1.7		1.7	2
12	12	72andSunny	Oppo Global	1.5		1.5	2
13	13	MullenLowe Group	Development Authority) Project OR AOP, Ericsson Campaign Project	1.5		1.5	9
14	14	Publicis	Visa, Samsung e-Commerce PP (SEA) Project	1.1		1.1	4
15	15	R/GA	ViewSonic	0.8		0.8	2
16	16	Isobar	Technology Client	0.4		0.4	5
17	17	Digitas	Arrow Electronics	0.3		0.3	1
18	18	Saatchi & Saatchi	FMCG Client	0.0		0.0	1
19	19	Dentsu	Entertainment Client	0.0		0.0	1

2021 (Jan-Oct): 77.7 335

2020 (Jan-Oct): 45.8 212

YoY Comparison: 69.8% 58.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Oct 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	5	PHD	Chanel, Reckitt, Subway, IKEA, Tafep	0.9		0.9	8
3	2	Mindshare	WarnerMedia Project, Disney+	0.8		0.8	12
4	3	dentsu X	HITACHI, LTD (Singapore), Ministry of Home Affairs of Singapore	0.7		0.7	9
5	4	Universal McCann	Sentosa Development Corporation, Association Banks of Singapore	0.7		0.7	4
6	6	iProspect	Standard Chartered Bank Project	0.6		0.6	4
7	7	OMD	Education Client	0.3		0.3	1
8	8	Havas Media	AIA	0.3		0.3	1
9	9	Wavemaker	sixmoredays (Stem Regen), NTUC Link Social Always On	0.2		0.2	7
10	10	Initiative	Luxury Client	0.2		0.2	1
11	11	Carat	IT Client	0.0		0.0	2

2021 (Jan-Oct):	5.9	65
2020 (Jan-Oct):	6.6	87
YoY Comparison:	-11.3%	-25.3%

2021 Creative & Media ((Jan-Oct))	83.6	400
2020 Creative & Media ((Jan-Oct))	52.4	299
YoY Comparison:	59.5%	33.8%

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.