



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Dec 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	62.7		48.0	184
2	10	VMLY&R	Land Transport Authority Project, BAT Project, Google Project, Asian Civilization Museum Project	16.2		16.2	12
3	2	Ogilvy	National Environment Agency, American Express - AMEX	13.3		13.3	69
4	3	DDB	Changi Airport Group, PUB, Hennessy	6.2		6.2	22
5	4	Havas Worldwide	Ministry of Education Project, AMAZON Project, Endowus Project, JDE	4.0		4.0	11
6	5	Wunderman Thompson	Ministry of Communication and Information	3.8		3.8	13
7	7	BBH	Mulberry Project, UOB Brand Revitalisation Project, Genesis	3.5		3.0	7
8	13	MullenLowe Group	UPS, MCCY (Ministry of Culture, Community & Youth) Project	2.5		2.5	16
9	6	BBDO	CIMB Project, MOHH, Audi, English Premier League, Tripartite Alliance Project	2.5		2.5	6
10	8	Grey Group	Dole Food Company Project, Resorts World Genting Project, Dole Project	2.4		2.4	6
11	9	The Secret Little Agency	StarHub	2.0		2.0	1
12	11	McCann WorldGroup	Pharma Client	1.7		1.7	2
13	12	72andSunny	Oppo Global	1.5		1.5	2
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	19	Dentsu	Entertainment Client	0.1		0.1	3
19	18	Saatchi & Saatchi	FMCG Client	0.0		0.0	1

2021 (Jan-Dec):	109.7	367
2020 (Jan-Dec):	54.3	272
YoY Comparison:	102.2%	34.9%

