

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2022

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	7	ВВН	STB	9.2		9.2	1
2	3	Ogilvy	Singapore Police Force, TUV SUD, Mondelez	1.7		1.7	9
3	4	DDB	Tourism Client	1.1		1.1	3
					2022(Jan)	2.7	13
					2021(Jan)	1.7	8
					YoY Comparison:	57.3%	62.5%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Jan 2022

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	21	Zenith	Singapore Tourism Board	5.2		5.2	1
2	4	Mindshare	Singapore Economic Development Board	0.1		0.1	1
					2022(Jan)	0.1	2
					2021(Jan)	0.4	5
					YoY Comparison:	-88.0%	-60.0%
					2022 Creative & Media (Jan)	2.8	15
					2021 Creative & Media (Jan)	2.2	13
					YoY Comparison:	29.2%	15.4%

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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