

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 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	1	BBH	STB	9.2		7.7	1
2	2	Ogilvy	SingTel B2B, William Grant & Sons, PasarPolis	3.6		3.6	15
3	5	Havas Worldwide	Land Transport Authority Project, National Trade Union Congress, Temasek Foundation International	2.3		2.3	7
4	-	Leo Burnett	SingTel social media and content marketing	1.5		1.5	1
5	3	DDB	Tourism Client	1.3		1.3	4
6	6	Wunderman Thompson	Government Client	0.3		0.3	1

1

2022(Jan-Feb)	16.6	29
2021(Jan-Feb)	9.1	32
YoY Comparison:	81.4%	-9.4%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Feb 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	1	Zenith	L'Oreal, Singapore Tourism Board	6.0		6.0	2
2	2	Mindshare	Singapore Economic Development Board	0.3		0.3	1

2022(Jan-Feb)	0.3	3
2021(Jan-Feb)	0.8	12
YoY Comparison:	-59.5%	-75.0%
2022 Creative & Media (Jan-Feb)	16.9	32

2021 Creative & Media (Jan-Feb)

YoY Comparison:

9.9

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.