

## **2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

## Singapore / Mar 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	ВВН	STB	9.2		7.7	1
2	2	Ogilvy	Changi Airport Group, SingTel B2B, William Grant & Sons, PasarPolis	3.6		3.6	16
3	3	Havas Worldwide	Land Transport Authority Project, National Trade Union Congress, Temasek Foundation International	2.3		2.3	7
4	5	DDB	Tourism Client	1.7		1.7	6
5	4	Leo Burnett	SingTel social media and content marketing	1.5		1.5	1
6	12	McCann WorldGroup	Confidential Client	0.6		0.6	2
7	18	Dentsu	Sustenir Group Pte. Ltd. Project	0.3		0.3	9
8	6	Wunderman Thompson	Government Client	0.3		0.3	1
					2022(Jan-Mar)	18.0	43
					2021(Jan-Mar)	16.5	61
					YoY Comparison:	8.7%	-29.5%

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## **2022 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Singapore / Mar 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
5	5	PHD	Scoot	0.3		0.3	1
					2022(Jan-Mar)	0.6	5
					2021(Jan-Mar)	1.0	18
					YoY Comparison:	-38.9%	-72.2%
					2022 Creative & Media (Jan-Mar)	18.6	48
					2021 Creative & Media (Jan-Mar)	17.5	79
					YoY Comparison:	6.1%	-39.2%
METHODOLOGY							

## 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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