

## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 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	Changi Airport Group, SingTel B2B, William Grant & Sons, PasarPolis	3.6		3.6	16
3	3	Havas Worldwide	ALLERGAN Project, Land Transport Authority Project, National Trade Union Congress, Temasek Foundation International	2.6		2.6	8
4	4	DDB	Tourism Client	2.5		2.5	7
5	5	Leo Burnett	SingTel social media and content marketing	1.5		1.5	1
6	6	McCann WorldGroup	RS Components Project	0.7		0.7	3
7	8	Wunderman Thompson	Government Client	0.5		0.5	3
8	7	Dentsu	Sustenir Group Pte. Ltd. Project	0.3		0.3	9
9	11	BBDO	Guinness Project	0.0		0.0	1

2022(Jan-Apr )	18.0	43
2021(Jan-Apr )	16.5	61
YoY Comparison:	8.7%	-29.5%



# 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 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
<b>1</b>	1	Zenith	L'Oreal, Singapore Tourism Board	<b>6.0</b>		<b>6.0</b>	<b>2</b>
<b>2</b>	2	Mindshare	Singapore Economic Development Board	<b>0.3</b>		<b>0.3</b>	<b>1</b>
<b>5</b>	5	PHD	Scoot	<b>0.3</b>		<b>0.3</b>	<b>1</b>
<b>7</b>	7	OMD	NCS	<b>0.1</b>		<b>0.1</b>	<b>1</b>

2022(Jan-Apr )	<b>0.6</b>	<b>5</b>
2021(Jan-Apr )	<b>1.0</b>	<b>18</b>
YoY Comparison:	<b>-38.9%</b>	<b>-72.2%</b>

2022 Creative & Media (Jan-Apr )	<b>18.6</b>	<b>48</b>
2021 Creative & Media (Jan-Apr )	<b>17.5</b>	<b>79</b>
YoY Comparison:	<b>6.1%</b>	<b>-39.2%</b>

**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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 Apr keting ROI.