



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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	Aureus Academy, Kelly Services	3.9		3.9	18
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	9
5	16	R/GA	Earth 2 (Drone)	2.3		2.3	5
6	5	Leo Burnett	SingTel social media and content marketing	1.5		1.5	1
7	27	VMLY&R	Peranakan Museum Project, Scoot	1.5		1.5	2
8	6	McCann WorldGroup	RS Components Project	0.7		0.7	3
9	7	Wunderman Thompson	Government Client	0.5		0.5	3
10	8	Dentsu	Sustenir Group Pte. Ltd. Project	0.3		0.3	9
11	9	BBDO	Guinness Project	0.0		0.0	1

2022(Jan-May)	23.5	60
2021(Jan-May)	16.5	61
YoY Comparison:	42.2%	-1.6%



**2022 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Singapore / May 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
7	7	OMD	NCS	0.1		0.1	1

2022(Jan-May)	6.6	8
2021(Jan-May)	1.0	18
YoY Comparison:	586.3%	-55.6%

2022 Creative & Media (Jan-May)	30.1	68
2021 Creative & Media (Jan-May)	17.5	79
YoY Comparison:	72.0%	-13.9%

**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](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 Accounting ROI.