

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jun 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	Ministry of Law Singapore, Singtel/Singapore Telecom	4.4		4.4	22
3	4	DDB	Tourism Client	2.6		2.6	10
4	3	Havas Worldwide	Authority Project, National Trade	2.6		2.6	8
5	5	R/GA	Earth 2 (Drone)	2.3		2.3	5
6	6	Leo Burnett	SingTel social media and content marketing	1.5		1.5	1
7	7	VMLY&R	Peranakan Museum Project, Scoot	1.5		1.5	2
8	8	McCann WorldGroup	RS Components Project	0.7		0.7	3
9	9	Wunderman Thompson	Government Client	0.5		0.5	3
10	10	Dentsu	Sustenir Group Pte. Ltd. Project	0.3		0.3	9
11	17	Publicis.Sapient	Financial Client	0.3		0.3	1
12	-	VCCP	Deliveroo	0.3		0.3	1
13	18	Isobar	FWD Group Project	0.3		0.3	2
14	11	BBDO	American Tourister, Guiinness Project, Brown Brothers Project	0.0		0.0	3

1

2022(Jan-Jun)	25.0	71
2021(Jan-Jun)	59.1	239
YoY Comparison:	-57.7%	-70.3%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Jun 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	Starhub, Singapore Economic Development Board	1.3		1.3	4
3	7	dentsu X	Blizzard Entertainment, Inc.	0.8		0.8	7
4	9	Havas Media	Urban Home, Urban Company Integrated and Performance media	0.2		0.2	2
5	3	PHD	Scoot	0.3		0.2	1
6	4	OMD	NCS	0.1		0.1	2
7	11	Initiative	ESPRIT	0.2		0.1	2

2022(Jan-Jun)	7.8	21
2021(Jan-Jun)	3.5	31
YoY Comparison:	124.6%	-32.3%

2022 Creative & Media (Jan-Jun)	32.8	92
2021 Creative & Media (Jan-Jun)	62.5	270
YoY Comparison	-47.6%	-65.9%

METHODOLOGY

2

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 Apr keting R0I.