



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Jul 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	4.8		4.8	24
3	4	Havas Worldwide	Banking Circle Group, Land Transport Authority Project	3.5		3.5	11
4	3	DDB	Tourism Client	2.8		2.8	10
5	5	R/GA	Earth 2 (Drone)	2.3		2.3	5
6	6	Leo Burnett	SingTel social media and content marketing	1.7		1.7	2
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	-	Blak Labs	Aviva	0.5		0.5	1
11	10	Dentsu	Sustenir Group Pte. Ltd. Project	0.3		0.3	9
12	11	Publicis.Sapient	Financial Client	0.3		0.3	1
13	12	VCCP	Deliveroo	0.3		0.3	1
14	13	Isobar	FWD Group Project	0.3		0.3	2
15	20	Digitas	Becton, Dickinson and Company	0.2		0.2	1
16	-	Prodigious	Singapore Tourism Board	0.2		0.2	1
17	-	Publicis Worldwide	Diageo	0.2		0.2	1
18	14	BBDO	AirAsia Hotel, American Tourister, Guinness Project, Brown Brothers Project	0.1		0.1	4

2022(Jan-Jul)	27.8	82
2021(Jan-Jul)	63.6	263
YoY Comparison:	-56.3%	-68.8%

