

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 2015

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	Leo Burnett	Allergan	1.29		1.29	3
2	2	DDB	MCCY Project	1.12		1.12	4
3	7=	Publicis	Crystal Jade Project, Mead Johnson Project	1.00		1.00	4
4	7=	Ogilvy	FMCG Client	0.80		0.80	2
5	3	Grey Group	Paradise Group Holdings(Social), Workplace Safety and Health Council Project	0.68		0.68	3
6	4	McCann WorldGroup	Accenture IDA Project, FWD Project	0.60		0.60	2
7	5	Saatchi & Saatchi	Acer	0.50		0.50	1
8	9	Dentsu	Prince Bay Project, Navy Project, The Learning Lab	0.19		0.19	4
9	6	Y&R	Finance Client	0.38	Land Rover	0.18	1
10	10	TBWA	Michelin Right To Race Project (Regional)	0.10		0.10	3
11	11	JWT	FMCG Client	0.05		0.05	2
12=	12=	SapientNitro		0.00		0.00	0
12=	12=	Bates		0.00		0.00	0
12=	12=	BBH		0.00		0.00	0
12=	12=	Iris		0.00		0.00	0
12=	12=	M&C Saatchi		0.00		0.00	0
12=	12=	FCB		0.00		0.00	0
18	18	Havas Worldwide		0.00	Finance Client	-0.04	0
19	19	BBDO	Finance Client	0.04	FMCG Client	-0.27	1
20	20	Lowe		0.00	Finance Client	-0.38	0
						5.8	30

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Mar 2015

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	Vizeum	Panasonic	1.0		0.98	3
2	4	Universal McCann	Medic Marketing, MayBank Project, Dow Jones Project	0.7		0.66	12
3	2	ZenithOptimedia	Gobear, Infocomm Development Authority, National Gallery	0.8	Mentholatum	0.63	5
4	3	PHD	Far East Organization, SC Johnson(Planning), Unilever(Search)	0.7	Transitions	0.61	3
5	5	Havas Media	Mentholatum, Pfizer Consumer Healthcare, The South Beach, Mentholatum	0.5	Subaru	0.45	4
6	7=	Mindshare	Suntory, Dr. Wolff, Revlon	0.3		0.30	3
7	6	OMD	Singapore Science Center, Skippy	0.3		0.28	4
8=	7=	Starcom MediaVest		0.0		0.00	0
8=	7=	Carat		0.0		0.00	0
8=	7=	MEC		0.0		0.00	0
8=	7=	Initiative		0.0		0.00	0
12	12	MediaCom	Bose	0.1	MSIG	-0.01	1
13	13	Dentsu Media		0.0	tourism Client	-0.40	4
14	14	Maxus	Subaru	0.1	SC Johnson(Planning)	-0.43	1
						3.1	40

METHODOLOGY

The R3 New Business League has been compiled each of the last 151 months using data supplied by 26 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 ROI for clients across the region.

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