

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 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	2	DDB	MCCY Project	1.50		1.50	6
2	5	Grey Group	Paradise Group Holdings(Social), Fox Sports Project	1.36		1.36	7
3	6	McCann WorldGroup	Accenture IDA Project, FWD Project, General Motors Project	1.31		1.31	6
4	1	Leo Burnett	Allergan	1.29		1.29	3
5	3	Publicis	Crystal Jade Project, Mead Johnson Project	1.00		1.00	4
6	4	Ogilvy	FMCG Client	0.80		0.80	2
7	7	Saatchi & Saatchi	Acer	0.50		0.50	1
8	8	Dentsu	Prince Bay Project, Navy Project, The Learning Lab	0.19		0.19	4
9=	9	Y&R	Finance Client	0.38	Land Rover	0.18	1
9=	10	TBWA	Michelin Right To Race Project (Regional)	0.18		0.18	3
11	11	JWT	FMCG Client	0.13		0.13	4
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
						7.7	42

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 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	PHD	Far East Organization, SC Johnson(Planning), Unilever(Search)	0.9	Transitions	0.81	4
3	2	Universal McCann	Medic Marketing, MayBank Project, Dow Jones Project	0.7		0.66	12
4	6	Mindshare	Suntory, Dr. Wolff, Human Capital Conference	0.7		0.65	6
5	3	ZenithOptimedia	Gobear, Infocomm Development Authority, National Gallery	0.8	Mentholatum	0.63	5
6	5	Havas Media	Haagen Dazs, London Weight Management(digital)	0.6	Subaru	0.49	7
7	7	OMD	Singapore Science Center,Skippy	0.4		0.40	6
8	8=	Starcom MediaVest	AIA	0.3		0.25	1
9	8=	Carat	Allergan	0.1		0.14	3
10	12	MediaCom	Bose, Ministry of Home Affairs	0.2	MSIG	0.13	2
11=	8=	MEC		0.0		0.00	0
11=	8=	Initiative		0.0		0.00	0
13	13	Dentsu Media	The Learning Lab Project	0.0	tourism Client	-0.38	6
14	14	Maxus	Subaru	0.1	SC Johnson(Planning)	-0.43	1
						4.3	56

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 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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