

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore/ June 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Ogilvy	Global Blue Project, NSCS Project, Roche Project	5.62		5.62
2	2	DDB	Health Promotion Board, Ministry of Communications and Information Project	3.01		3.01
3	3	McCann WorldGroup	National Art Gallery, Owndays	2.20		2.20
4	4	Grey Group	Six Capital, Greenlam Project, SIF	1.15		1.15
5	13=	TBWA	Finance Client	1.00		1.00
6	5	Leo Burnett	Lazada Project, SkyScanner Project, MBT Project	0.95		0.95
7	8	BBDO	APB	0.60		0.60
8	6	Dentsu	Auto Client	0.59		0.59
9	7	SapientNitro	Unilever Project	0.57		0.57
10	11	Publicis	Kaplan Higher Education Academy Project, Breadtalk Pte Project	0.22		0.22
11=	9	Lowe	FrieslandCampina	0.20		0.20
12=	10	JWT	Carlsberg	0.20		0.20
13=	13=	Iris		0.00		0.00
13=	13=	M&C Saatchi		0.00		0.00
13=	13=	Bates		0.00		0.00
13=	13=	Saatchi & Saatchi		0.00		0.00
13=	13=	Havas Worldwide		0.00		0.00
13=	13=	DraftFCB		0.00		0.00
13=	13=	BBH		0.00		0.00
20	12	Y&R	Education Client	0.34	Microsoft CRM	(2.26)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore/ June 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	4	Carat	Mondelez, Nokia, Mastercard	1.15		1.15
2	2	OMD	Coach, Sentosa Development Board, Cortina Watch, National Library Board Project	0.92		0.92
3	1	Starcom MediaVest	Singapore Sports Council, Wing tai, Robinsons,	0.93		0.78
4	3	Dentsu Media	Tourism Client	0.65		0.65
5	5	Havas Media	HuaWei Project, American Tourister Project, Themos Project	0.39	Ram Pacific	0.33
6	7	Universal McCann	NEA (Dengue), International Enterprise Singapore	0.56	Microsoft	0.26
7	8	ZenithOptimedia	Swarovski, APB, Hong She Motors, Popeyes Louisiana Chicken, Parmalat	0.57	Wing tai	0.20
8	6	PHD	Firefly, Mount Faber Cable Car	0.20		0.05
9=	9=	Initiative		0.00		0.00
9=	9=	MediaCom		0.00		0.00
9=	9=	Vizeum		0.00		0.00
9=	9=	Maxus		0.00		0.00
13	13	MEC	Sunrise, Sony Playstation	0.03	Tourism Client	(0.02)
14	14	Mindshare		0.00	Mondelez	(0.14)

The R3 New Business League has been compiled each of the last 142 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.