

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore/ July 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	5.63		5.63
2	9	SapientNitro	Unilever Project	3.70		3.70
3	2	DDB	Health Promotion Board, Ministry of Communications and Information Project	3.01		3.01
4	3	McCann WorldGroup	National Art Gallery, Owndays	2.20		2.20
5	4	Grey Group	Sentosa Leisure Management, GSK (Horlicks&Scotts) Digital	2.05		2.05
6	5	TBWA	Finance Client	1.00		1.00
7	6	Leo Burnett	Lazada Project, SkyScanner Project, MBT Project	0.95		0.95
8	8	Dentsu	Auto Client	0.61		0.61
9	7	BBDO	APB	0.60		0.60
10	12=	JWT	Carlsberg	0.32		0.32
11	10	Publicis	Bandai Namco Games Asia, Kaplan Higher Education Academy Project, Breadtalk Pte Project	0.23		0.23
12	11=	Lowe	FrieslandCampina	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	20	Y&R	Education Client	0.34	Microsoft CRM	(2.26)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore/ July 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	Carat	Hootsuite(Digital),Mondelez, Nokia, Mastercard	1.31		1.31
2	2	OMD	Coach, Sentosa Development Board, Cortina Watch, National Library Board Project	0.94		0.94
3	3	Starcom MediaVest	28th Southeast Asian Games, Open house, PHS Hair	1.05		0.90
4	4	Dentsu Media	Tourism Client	0.67		0.67
5	6	Universal McCann	NEA (Dengue), International Enterprise Singapore, Singapore Sports Council	0.71	Microsoft	0.36
6	5	Havas Media	HuaWei Project, American Tourister Project, Themos Project	0.40	Ram Pacific	0.34
7	7	ZenithOptimedia	Bossini, Etiqa, Swarovski, APB, Hong She Motors, Parmalat	0.70	Wing tai	0.32
8	8	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 143 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.