

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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	DDB	MCCY Project	1.50		1.50	6
2	4	Leo Burnett	Allergan, SDIC Project	1.39		1.39	4
3	2	Grey Group	Paradise Group Holdings(Social), Fox Sports Project	1.36		1.36	7
4	3	McCann WorldGroup	Accenture IDA Project, FWD Project, General Motors Project	1.31		1.31	6
5	11	JWT	FMCG Client	1.13		1.13	5
6	5	Publicis	Crystal Jade Project, Mead Johnson Project	1.00		1.00	4
7	6	Ogilvy	FMCG Client	0.80		0.80	2
8	8	Dentsu	CAAS Project, Prince Bay Project, Navy Project, The Learning Lab	0.59		0.59	6
9	7	Saatchi & Saatchi	Acer	0.50		0.50	1
9=	9=	Y&R	Finance Client	0.38	Land Rover	0.18	1
9=	9=	TBWA	Michelin Right To Race Project (Regional)	0.18		0.18	3
12	19	BBDO	Mercedes-Benz (digital)	0.41	FMCG Client	0.11	3
13=	12=	SapientNitro		0.00		0.00	0
13=	12=	Bates		0.00		0.00	0
13=	12=	BBH		0.00		0.00	0
13=	12=	Iris		0.00		0.00	0
13=	12=	M&C Saatchi		0.00		0.00	0
13=	12=	FCB		0.00		0.00	0
19	18	Havas Worldwide		0.00	Finance Client	-0.04	0
20	20	Lowe		0.00	Finance Client	-0.38	0
						9.6	48

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / May 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, Ikea, Club 21	1.3		1.31	8
2	2	PHD	Far East Organization, SC Johnson(Planning), Unilever(Search)	1.1	Transitions	0.99	6
3	5	ZenithOptimedia	National Arts Council Project, TAFEP, Ministry of Education Project	1.1	Mentholatum	0.97	8
4	3	Universal McCann	Medic Marketing, MayBank Project, Line, Keppel(digital)	0.7		0.70	17
5	4	Mindshare	Suntory, Dr. Wolff, Human Capital Conference	0.7		0.65	6
6	6	Havas Media	Haagen Dazs, London Weight Management(digital)	0.6	Subaru	0.49	7
7	8	Starcom MediaVest	AlA	0.3		0.25	1
8	9	Carat	Allergan	0.2		0.18	5
9	7	OMD	Singapore Science Center,Skippy	0.4	Ikea	0.15	6
10	10	MediaCom	Bose, Ministry of Home Affairs	0.2	MSIG	0.13	2
11=	11=	MEC		0.0		0.00	0
11=	11=	Initiative		0.0		0.00	0
13	13	Dentsu Media	The Learning Lab Project	0.0	tourism Client	-0.37	7
14	14	Maxus	Subaru	0.1	SC Johnson(buying)	-0.52	1
						4.9	74

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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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