

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	3	Y&R	Kellogg's, Ford Project, RW Tech Project, Converse	3.08	Kellogg's	2.88	10
2	4	Leo Burnett	Tigerair(Social), Allergan, SDIC Project	2.63		2.63	8
3	1	DDB	SilkAir, MCCY Project, Pico Project	2.51		2.51	11
4	2	Publicis	Merck Project, Crystal Jade Project, Mead Johnson Project	2.46		2.46	12
5	6	J Walter Thompson	Crabtree & Evelyn Project	1.31		1.31	8
6	7	McCann WorldGroup	Stay Far East Project, FWD Project, Tic Tac Project, TAFEP Project	2.74		1.24	13
7	9	Ogilvy	IHG-holiday inn, Just Office Project, Epson Project	1.33		1.23	14
8	12	SapientNitro	Telecommunication Client	0.70		0.70	3
9	5	Grey Group	Paradise Group Holdings(Social), Fox Sports Project	1.36		0.61	7
10	8	TBWA	Michelin Right To Race Project (Regional), NTUC	1.18	Tigerair(Social)	0.58	4
11	11	Saatchi & Saatchi	Acer	0.50		0.50	1
12	10	Dentsu	CAAS Project, Prince Bay Project, Navy Project, The Learning Lab	0.70		0.40	9
13	13	BBDO	Mercedes-Benz (digital)	0.48	FMCG Client	0.18	5
14=	14=	M&C Saatchi	Prime Ministers Office, LaSalle College of the Arts	0.10		0.10	2
14=	14=	Bates		0.00		0.00	0
14=	14=	BBH		0.00		0.00	0
14=	14=	Iris		0.00		0.00	0
14=	14=	FCB		0.00		0.00	0
19	19	Havas Worldwide		0.00	Finance Client	-0.04	0
20	20	Mullen Lowe		0.00	Finance Client	-0.38	0
						16.9	107

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Sep 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	Havas Media	Singtel, FairPrice, Changi Airport, Pernod Ricard, Canon	1.8	Subaru	1.72	12
2	2	Vizeum	Panasonic, Ikea, Club 21, King Living	1.7		1.68	10
3	3	Starcom MediaVest	NPC, NEA (buying), IDA	1.6		1.55	11
4	4	ZenithOptimedia	National Arts Council Project, TAFEP, Public Service Division Project	1.3	Changi Airport	1.03	10
5	5	PHD	Far East Organization, SC Johnson(Planning), Unilever(Search)	1.1	Transitions	0.99	6
6	8	Mindshare	Wyeth, Suntory, Dr. Wolff, Human Capital Conference	0.8		0.80	7
7	6	OMD	Singapore Science Center, Concorde, SFE, LTAS	1.1	Ikea	0.73	10
8	7	Universal McCann	Medic Marketing, MayBank Project, Line, Keppel(digital)	0.7		0.72	21
9	9	Carat	Allergan, Ministry of Manpower (TAFEP)	0.2		0.22	9
10	10	MediaCom	Ministry of Manpower, Bose, Ministry of Home Affairs, JobStreet & JobsDB	0.4	MSIG	0.14	4
11	11	Initiative		0.0		0.00	0
12	12	Dentsu Media	Intel, The Learning Lab Project	0.0	tourism Client	-0.35	9
13	13	Maxus	Subaru	0.1	SC Johnson(buying)	-0.53	1
14	14	MEC	Sentosa	0.2	Singtel	-0.91	1
						7.8	111

### METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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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