

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 2016

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	MCI, American Express, Manulife	5.62	HPB	4.74	19
2	3=	Publicis	HPB, Ministry of Manpower	3.18		3.18	20
3	2	TLSA	EDB	3.00		3.00	1
4	13=	Y&R	Mediacorp Project, Kotak Bank Project	1.60		1.60	3
5	7	Saatchi & Saatchi	Finance Client	1.58		1.58	3
6	6	TBWA	Caltex Lubricants Project, Standard Chartered Project	1.30		1.30	7
7	5	J Walter Thompson	Manufacture Client	0.99		0.99	3
8	3=	Cheil	Wine Client Project	0.90		0.90	3
9	9	McCann WorldGroup	TAFEP Project, My Work Project, Elken Project	0.88		0.88	11
10	15=	Dentsu	Government Client	0.59		0.59	1
11	-	Isobar	IT Client	0.50		0.50	1
12=	8	Leo Burnett	Tourism Client	0.42		0.42	3
12=	13=	Ogilvy	National Council of Social Services, BRF Asia, Qantas Airways Project	0.94	FMCG Client Project	0.42	4
14	10	GOVT	Mini, General Mills(Betty Crocker)	0.35		0.35	2
15	11	Jaab Global	Suzuki Project	0.30		0.30	1
16	12	SapientNitro	Retail Client	0.28		0.28	3
17=	15=	Grey Group		0.00		0.00	0
17=	15=	BBDO		0.00		0.00	0
17=	15=	M&C Saatchi		0.00		0.00	0
17=	15=	BBH		0.00		0.00	0
17=	15=	FCB		0.00		0.00	0
17=	15=	Havas Worldwide		0.00		0.00	0
17=	15=	Mullen Lowe		0.00		0.00	0
						21.0	85

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore / Apr 2016

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	Zenith	DBS, H&M, SilkAir, EDB, National Arts Council, AVIVA	2.74		2.74	11
2	2	Initiative	Reckitt Benckiser, Suntory Cerebos	0.60		0.60	3
3	4	MediaCom	NCSS, Saxo Capital Markets, Sony Electronics, Central Provident Fund	0.50		0.50	6
4	6	PHD	Internet Client	0.35		0.35	2
5	14	Universal McCann	Sony Pictures	0.39	HBO	0.27	3
6	7=	Starcom	Singapore Land Authority, Singapore Arts Museum, First Campus	0.26		0.26	4
7	7=	Mindshare	AR Entertainment, King Living	0.25		0.25	2
8	3	Maxus	OCBC Bank, Manulife Insurance Project, Toshiba	0.43	Saxo Capital Markets	0.18	3
9	7=	ZOO Group	Singapore Land Authority	0.15		0.15	1
10	10	Vizeum	Finance Client	0.10		0.10	1
11	5	OMD	Pandora Jewellery, Country Garden(Forest City), Ministry of Health	0.27	H&M	0.04	4
12	12	MEC	Health Promotion Board	0.30	EDB	-0.06	1
13	11	Dentsu Media	FMCG Client	0.03	Tourism Client	-0.07	4
14	13	Carat	IT Client	0.09	OCBC Bank	-0.31	2
15	15	Havas Media	NETS, Longchamp, IE Singapore	0.36	DBS	-1.14	6
						3.9	53

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.