

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Singapore/ May 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	2	Ogilvy	Casio Project, Allergan Project, AstraZeneca Project	3.15		3.15
2	3	DDB	Health Promotion Board, Ministry of Communications and Information Project	2.41		2.41
3	1	McCann WorldGroup	Microsoft, Petronas Project	1.75		1.75
4	4	Grey Group	Lenovo Project, Sentosa, Wyeth (Digital), Pringles Project	1.04		1.04
5	5	Leo Burnett	Lazada Project, SkyScanner Project, MBT Project	0.95		0.95
6	7	Dentsu	Auto Client	0.59		0.59
7	6	SapientNitro	Unilever Project	0.57		0.57
8	8	BBDO	APB	0.30		0.30
9	9	Lowe	FrieslandCampina	0.20		0.20
10	10	JWT	Carlsberg	0.20		0.20
11	12	Publicis	Tuan Sing Project, Scoot, Tuan Sing	0.18		0.18
12	11	Y&R	Education Client	0.34	Microsoft CRM	0.04
13=	13=	TBWA		0.00		0.00
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

MEDIA AGENCIES NEW BUSINESS LEAGUE

Singapore/ May 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	Starcom MediaVest	Singapore Sports Council, Wing tai, Robinsons,	0.93		0.78
2	5	OMD	Sentosa Development Board, Cortina Watch, National Library Board Project	0.67		0.67
3	2	Dentsu Media	Tourism Client	0.65		0.65
4	3	Carat	Mondelez, Nokia, Mastercard	0.60		0.60
5	6	Havas Media	HuaWei Project, American Tourister Project, Themos Project	0.39	Ram Pacific	0.33
6	4	PHD	Firefly, Mount Faber Cable Car	0.20		0.20
7	7	Universal McCann	NEA (Dengue), International Enterprise Singapore	0.41	Microsoft	0.11
8	8	ZenithOptimedia	Hong She Motors, Popeyes Louisiana Chicken, Parmalat	0.46	Wing tai	0.08
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 141 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.