

Media

The Marketing and Communications Newspaper for Asia

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THIS WEEK



The virtual world of Second Life



'Google must concentrate on making money on acquisitions'



Tan eyes first place for UPS as Olympics near



asia's top five financial draws

DDB, MindShare top client survey

19 October 2005

New research conducted by R3 in Singapore, has ranked DDB and MindShare top in terms of client perceptions of a range of key attributes. The study, which polled 125 of the city's leading marketers with an average media spend of S\$5.6 million, also saw strong performances by BBDO, Y&R and McCann-Erickson. "Clients get approached by too many surveys," said R3 principal Goh Shu Fen "They took time to participate in this because they want to help agencies improve on the overall service. And they were also keen to know what their peers think." A detailed analysis of the survey results is available in Media's October 21 issue.

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