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BBDO racks up \$6.3m new ad accounts in 1st quarter

CREATIVE agency BBDO brought in \$6.3 million in new advertising business in the first three months of the year, thanks to new clients like Aviva and SingTel.

Its total is three times the \$2.1 million in new business revenue brought in by runner-up Ogilvy & Mather.

It is also 58 per cent more than the \$4 million booked by Saatchi & Saatchi, last year's top agency for the same period.

The numbers were released yesterday by industry consulting firm R3 Asia Pacific, which regularly polls advertising and media agencies on new business deals.

R3 principal Goh Shu Fen said the telecommunications sector was the main driver in the first quarter, with some 'big account movements' registered.

These included 'SingTel appointing BBDO, Starhub retaining incumbent ZenithOptimedia after a competitive pitch and MobileOne moving business from TBWA to Young & Rubicam', said Ms Goh.

Another key event was the move by insurer NTUC Income to appoint BBH as its advertising agency and PHD as its media agency.

The insurer had been handling marketing in-house in recent years but decided to appoint outside agencies to 'harness the creative juices of professionals who may be more in tune with global trends and practices', said Income marketing director Lynette Ang.

R3's Ms Goh praised Income's move to step up its marketing.

'Having the right partner agencies is a proven way of gaining competitive edge. Just look at brands such as Coca-Cola, McDonald's and Apple. They hire the best professionals to do their advertising and communications,' she said.

R3 will start polling agencies every two months instead of monthly.

This will allow it to obtain more details about significant account changes and better analyse what these account changes mean for the industry and companies involved.

CHUA HIAN HOU

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