

## Creative New Business League(Singapore) –Apr 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	SingTel F1, HPB, Asia Fashion Exchange	1.37	Yahoo! Southeast Asia	1.23
<b>2</b>	<b>2</b>	<b>Publicis</b>	CDL Leasing Dept, Far East Organization	0.71		0.71
<b>3</b>	<b>3</b>	<b>BBDO</b>	Blackberry Asia Pacific, Asiarooms, Soo Kee Jewelry	0.70		0.70
<b>4</b>	<b>4=</b>	<b>TBWA</b>	ANZ Asia Pacific, Bridge Alliance, Okamoto, British Council	0.49		0.49
<b>5</b>	<b>6</b>	<b>McCann WorldGroup</b>	Merck Serono, Celgene, Ecco	0.58	MDA	0.48
<b>6</b>	<b>9=</b>	<b>Grey Group</b>	Microsoft Projects, Adobe - Acrobat 10	0.43		0.43
<b>7=</b>	<b>7=</b>	<b>Lowe</b>	Schaeffler, IKEA	0.30		0.30
<b>7=</b>	<b>11</b>	<b>Dentsu</b>	Singapore Institute of Technology, International Enterprise	0.30		0.30
<b>9</b>	<b>7=</b>	<b>Iris</b>	Sony SEA, Coca-Cola Activation	0.20		0.20
<b>10</b>	<b>9=</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific, Nanyang Technological University	0.15		0.15
<b>11</b>	<b>12</b>	<b>JWT</b>		0.05		0.05
<b>12</b>	<b>13</b>	<b>Leo Burnett</b>	Yahoo	0.03		0.03
<b>13=</b>	<b>14=</b>	<b>DDB</b>		0.00		0.00
<b>13=</b>	<b>14=</b>	<b>Crush</b>		0.00		0.00
<b>13=</b>	<b>14=</b>	<b>BBH</b>		0.00		0.00
<b>13=</b>	<b>14=</b>	<b>DraftFCB</b>		0.00		0.00
<b>13=</b>	<b>14=</b>	<b>Bates</b>		0.00		0.00
<b>13=</b>	<b>14=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>19</b>	<b>20</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific, Saxo	0.13	Dulux	(0.02)
<b>20</b>	<b>4=</b>	<b>Y&amp;R</b>	Workforce Development Agency	0.49	OCBC	(0.51)

## Media New Business League(Singapore) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>OMD</b>	Pan Pacific, Temasek	0.87		0.87
<b>2</b>	<b>2</b>	<b>ZenithOptimedia</b>	Science Centre, UOB, Workforce Development Agency	0.60		0.60
<b>3</b>	<b>3</b>	<b>Universal McCann</b>	Holiday Inn, Ecco, Japan Tourism Association	0.34		0.34
<b>4</b>	<b>5</b>	<b>Carat</b>		0.17		0.17
<b>5</b>	<b>4</b>	<b>Maxus</b>	Samsonite, Finnair	0.13		0.13
<b>6=</b>	<b>8=</b>	<b>MPG</b>	Bosch Brand Asia Pacific, Escada Asia Pacific	0.03		0.03
<b>6=</b>	<b>6</b>	<b>PHD</b>	Hotels.com Asia Pacific	0.13	Uniqlo	0.03
<b>8</b>	<b>7</b>	<b>Initiative</b>	Nuvanta	0.01		0.01
<b>9=</b>	<b>8=</b>	<b>MediaCom</b>		0.00		0.00
<b>9=</b>	<b>8=</b>	<b>Vizeum</b>		0.00		0.00
<b>9=</b>	<b>8=</b>	<b>Mindshare</b>		0.00		0.00
<b>12</b>	<b>12</b>	<b>MEC</b>	EZRA, Starwood Hotels Asia Pacific	0.03	Singapore Grand Prix	<b>(0.02)</b>
<b>13</b>	<b>13</b>	<b>Starcom MediaVest</b>	Yahoo Asia Pacific, Uniqlo, SATS	0.28	UOB	<b>(0.13)</b>
<b>CREATIVE AGENCIES</b>						
Ogilvy maintained top position on the back of excellent SingTel F1 win, followed by Publicis. BBDO and TBWA made up the rest of the top four.						
<b>MEDIA AGENCIES</b>						
OMD picked up Pan Pacific and Temasek, and maintained top spot. ZenithOptimedia was a close second with Science Centre win. Universal McCann and Carat made up the rest of the top four.						
<b>METHODOLOGY</b>						
The R3 New Business League has been compiled each of the last 104 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 <a href="mailto:greg@rthree.com">greg@rthree.com</a> or visit <a href="http://www.rthree.com">www.rthree.com</a> 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.						
						