

Creative New Business League(Singapore) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	IBM, Intel, Louis Vuitton	2.96	Abbott Reductil	3.04
2	3	DDB	DBS Bank, Eu Yan Sang, Philips Healthcare	2.98		2.94
3	2	BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific, dollarDEX	1.48		1.43
4	7	McCann WorldGroup	L'Oreal Maybelline New York, Abbott Reductil, Merck Serono	1.13	MDA	1.03
5	4	Publicis	Singapore University of Technology & Design, Infocomm	0.86		0.86
6	10	TBWA	Novartis, 313 Somerset, Bank Mandiri	1.06	Mars Asia Pacific	0.84
7	5	Grey Group	Canon Projects, GSK	0.73		0.73
8	6	Lowe	Perfetti Van Melle, Filinvest, Schaeffler, IKEA	0.50		0.50
9	8	Dentsu	MDA, Chelsea Football Club Southeast Asia, Singapore	0.44	The Promote Mandarin Council	0.34
10	9	Euro RSCG	Korvac EPINS, Bosch Brand Asia Pacific, Saxo	0.48	Dulux	0.33
11	14	Leo Burnett	Orchard Turn Development,	0.32		0.32
12	11	Crush		0.27		0.27
13=	12=	M&C Saatchi	Holiday Inn	0.20		0.20
13=	18	Bates	Walt Disney Studios Motion	0.20		0.20
15	19	Y&R	Marina Bay Sands, Workforce Development Agency	1.19	Singapore Management University	0.14
16	12=	Iris	Sony SEA, Coca-Cola Activation	0.20	Tiger Beer	0.12
17	15	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific, Nanyang Technological	0.17	Tiger Beer	0.09
18	16	JWT	Soy Joy	0.16	Rimmel London	0.06
19	17	BBH	SC Johnson Asia Pacific, Sol Asia Pacific	0.01		0.01
20	20	DraftFCB		0.00	SC Johnson Asia Pacific	(1.50)

Media New Business League(Singapore) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Sony Asia Pacific, Pan Pacific, Temasek	1.80		1.80
2	2	MPG	Advance Frontiers COLLA-E, Verisign, Fitness First	1.30		1.30
3	3	ZenithOptimedia	Singapore University of Technology & Design, Infocomm Development Authority of Singapore, Science Centre	0.80		0.76
4	4	Maxus	SC Johnson Asia Pacific, Prada, Zespri	0.70	Infocomm Development Authority	0.65
5	5	PHD	SC Johnson Asia Pacific, Hotels.com Asia Pacific	0.43	Uniqlo	0.33
6	6=	Carat	Changi Airport Group, Expedia	0.37	Prada	0.30
7	6=	Universal McCann	Tupperware, Spring Singapore, Holiday Inn, Ecco	0.45	SC Johnson Asia Pacific	0.15
8	13	Starcom MediaVest	Yahoo Asia Pacific, Uniqlo, SATS	0.51	UOB	0.11
9	9=	MediaCom	Mission Foods	0.03		0.03
10=	9=	Initiative	Nuvanta	0.01	SC Johnson	0.00
10=	9=	Vizeum		0.00		0.00
12	8	Mindshare	Mapletree Commercial Trust, HarborFront Centre	0.02		(0.11)
13	12	MEC	EZRA, Starwood Hotels Asia Pacific	0.03	Sony Asia Pacific	(0.52)

CREATIVE AGENCIES

Ogilvy maintained on top spot, securing IBM, Intel and Louis Vuitton. DDB was a close second on the back of DBS Bank, Eu Yan Sang and Philips Healthcare. BBDO and McCann made up the rest of the top four.

MEDIA AGENCIES

OMD maintained top spot on the back of excellent Sony Asia Pacific win. ZenithOptimedia and Maxus made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.