

Creative New Business League(Singapore) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	Asia Pacific Breweries, Listerine, Tuas Power, Bristol Myers	5.4	AMEX (GNS)	4.6
2	2	DDB	Urban Redevelopment Authority, Ministry of Manpower Digital, Courts BTL, AIA BTL	3.5		3.5
3	3	BBH	Minute Maid SEA, STB Global	3.2		3.2
4	4	Y&R	Resorts World Sentosa, Audi, Yatra.com	2.2		2.2
5	5	McCann WorldGroup	ExxonMobile, ,Tan Chong International/Subaru	2.0	UPS Asia Pacific	1.6
6	6	Iris	Pond's BTL, Lux BTL, Visit Britain SE Asia, Tiger Beer SEA	1.7	Smirnoff	1.5
7	7	Euro RSCG	IBM Digital Asia Pacific, Heaven & Earth, Carlsberg	1.3		1.3
8	8	JWT	Kelloggs Asia Pacific, Exxon, EDB	0.8		0.8
9=	9=	Crush	EZ-Reload Card	0.6		0.6
9=	9=	Grey Group	Allianz Asia Pacific, ESPN Star Sports Asia Pacific, Greenlam	0.7	Singapore Institute of Management	0.6
11	11=	Bates	Marina Bay Sands Shoppes, Far East Drug Company	0.3		0.3
12	12	Leo Burnett	Carrefour, MCYS	0.3	Kelloggs Part Asia Pacific	0.1
13=	13=	BBDO	Gill Capital, Panasonic Asia Pacific	0.3	Allianz Asia Pacific	0.0
13=	13=	DraftFCB		0.0		0.0
13=	13=	M&C Saatchi		0.0		0.0
13=	16	Saatchi and Saatchi	Merck Sharp Dohme Asia Pacific, Infocomm Development Authority, Ricoh, Mandarin Gallery	0.5	ESPN Star Sports Asia Pacific	0.0
17	16=	Publicis	BMW SEA	0.3	Cadbury	(0.2)
18	18	Lowe		0.0	Surf (Asia Pacific)	(0.3)
19	19	TBWA		0.0	Resorts World Global	(0.6)

Media New Business Scoreboard(Singapore) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MPG	INQ Mobile, Hyundai Asia Pacific, ST Electronics, Jurong Point	2.1	Swarovski Asia Pacific	2.1
2	2	MEC	Jay Gee, EDB Singapore, UIP	1.9		1.9
3	3	Mindshare	F&N Foods, The Mount Faber Leisure Group	1.9	Malaysia Airlines Global	1.2
4	4	PHD	Zuellig Pharma, HP (Asia Pacific), Lianco Jeebee, RSAF	1.0	Yoshinoya	0.9
5	5	Carat	Nokia, Tourism Queensland Singapore(OOH Campaign)	0.8	Nissan	0.8
6	6	Maxus	Aberdeen Asset Management, UPS Asia Pacific, Titan Watches	0.3	F&N Foods	0.2
7=	7=	Universal McCann	AIA, Himalaya Herbal Healthcare, Singapore Prisons service	0.2	UPS Asia Pacific	0.1
7=	7=	OMD	Vodafone Asia Pacific	0.5	Allianz Asia Pacific	0.1
7=	7=	Initiative	Hotel Club, Black Design, True Color Cosmetics	0.1		0.1
7=	7=	Starcom MediaVest	Malaysia Airlines Global	0.1		0.1
11	11	Vizeum		0.0		0.0
12	12	MediaCom	Allianz Asia Pacific, P & G Fine Fragrance Asia Pacific	0.4	Nokia	(0.1)
13	13	ZenithOptimedia	Worklife Harmony, Reckitt Benckiser Asia Pacific, Swarovski Asia Pacific, National Iconic Events	1.5	National Heritage Board	(1.3)

CREATIVE AGENCIES

Ogilvy finished the year on top with more than 70 wins which included UPS and Prudential. DDB maintained the second place with around 20 wins including Reebok and Ministry of Health. BBH and Y&R finished third and fourth respectively.

MEDIA AGENCIES

MPG finished the year on top with several massive wins including Tata Asia Pacific and DBS. MEC maintained the second place on the back of massive wins including STB global and Singapore Airlines global. Mindshare and PHD finished third and fourth respectively.

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.