

Creative New Business League(Singapore) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Ciba Vision, Galderma, Workforce Development Agency, CADG	4.85	Energizer	4.78
2	2	Y&R	Resorts World Sentosa, Singapore Navy, Tiger Beer, MOM TAFEP	3.50	Workplace Safety and Health Council	3.40
3	3	Ogilvy	Bayer, CIMB, IMH	2.10	Panadol	2.00
4	4	Grey Group	Allianz, Panadol, KFC	1.98		1.98
5	5	Leo Burnett	MINDEF, United Overseas Bank, FrieslandCampina	1.53		1.53
6	6	Publicis	F&N, Pay Pal, Frasers Centrepoint	1.15		1.15
7	7	Iris	Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.02		1.02
8	8	Euro RSCG	Pfizer, AMD, Carlsberg	0.83		0.83
9	9=	BBDO	Soo Kee Jewellery, AsiaRooms.com, JNJ Baby, Guinness	1.12	Allianz	0.82
10	9=	Crush	The Entertainment Group, IDA - Wireless@SG, Aimer Lingerie	0.50		0.50
11=	11=	BBH	Coke Project	0.30		0.30
11=	11=	DraftFCB	Nivea	0.30		0.30
13	13=	Dentsu	Hitachi, The Ministry of Manpower in Singapore	0.21		0.21
14	13=	Bates	Fuji Xerox, DHL Global Project, Asian Fashion Exchange	0.45	F&N	0.15
15	15	JWT	Cheung Kong	0.05		0.05
16	16	M&C Saatchi		0.00		0.00
17	17	Lowe		0.00	JNJ Baby	-0.50
18	18	TBWA	Energizer, Zespri Kiwi Fruit, Asia Square	0.50	Nivea	-0.60
19	19	McCann WorldGroup	Intel, Motorola - Healthcare Vertical, Hawley & Hazel	0.27	KFC	-0.73
20	20	Saatchi and Saatchi	The Media Development Authority of Singapore	0.10	Singapore Navy	-3.36

Media New Business League(Singapore) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	ZenithOptimedia	Sanofi Aventis, M1, Asia Pacific Breweries	1.94		1.94
2	3	MPG	NTUC Healthcare, Abbott Healthcare, Brown Brothers	1.64		1.64
3	2	MEC	Travelzoo Asia, Informatics Education, SingTel	1.35		1.35
4	4	Starcom MediaVest	Marina Bay Sands, Singapore Navy, Singapore Institute of Technology	1.03		1.03
5	5	MediaCom	Parkway Hospitals Singapore, Singapore Merchantile Exchange, Carrefour	0.68		0.68
6	6	Carat	Tiffany, Bank of Singapore	0.44		0.42
7	7=	OMD	Health Promotion Board, Carlton Hotel, AXA, IKEA	1.02	M1	0.24
8	7=	Maxus	MCYS, Lion Corporation, Resorts World	0.32	Burberry Asia Pacific	0.18
9	9=	Initiative	Sarasin	0.03		0.03
10	9=	Vizeum		0.00		0.00
11	11	Universal McCann	Ministry of Home Affairs, AIA Asia Pacific	0.13	Tiffany	-0.09
12	12	Mindshare	Kraft/Cadbury, Performance Premium Selection Limited, Bayer	0.50	Health Promotion Board	-0.70
13	13	PHD		0.00	Resorts World	-0.73

CREATIVE AGENCIES

DDB finished the year on top on the back of J&J MD&D win and others. Y&R was placed second with strong Tiger Beer win. Ogilvy and Grey made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia finished the year on top on the back of strong Asia Pacific Breweries and M1 wins. MPG was a close second with a dozen wins, the biggest of which included Resorts World and Abbott Healthcare. MEC picked up the Singtel business to be ranked third for the year, followed by Starcom.

METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.