

Creative New Business League(Singapore) –December 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	Philips Asia Pacific	3.88	Abbott Reductil	3.96
2	2	DDB	CapitaMalls, Accor Hotels	3.38	Philips Asia Pacific	2.44
3	3	Publicis	Merck OTC Brands Asia Pacific	2.03	Expedia	1.97
4	4	BBDO	ExxonMobil Asia Pacific	1.88		1.83
5	5	TBWA	AIA Group, Veolia Environment, Tiffany & Co	1.53	Mars Asia Pacific	1.32
6	7	Grey Group	GSK Panadol Projects, Singpost Vpost Campaigns, AstraZeneca	0.88		0.88
7	6	McCann WorldGroup	OCBC, Holiday Inn, Harley Davidson	1.38	Lufthansa Asia Pacific	0.80
8	9	Iris	Coca-Cola Asia Pacific	0.70	Tiger Beer	0.62
9=	11	Leo Burnett	Orchard Turn Development, Yahoo	0.50		0.50
9=	10	Lowe	Perfetti Van Melle, Filinvest, Schaeffler, IKEA	0.50		0.50
11	12	Dentsu	Marina Bay Sand Media, MDA,	0.59	The Promote	0.49
12	8	Euro RSCG	Volvo (Arnold)	0.63	Dulux	0.48
13	18	Y&R	Marina Bay Sands, Workforce Development Agency	1.49	Singapore Management	0.44
14	13	Crush	NETS FlashPay Launch	0.29		0.29
15	14	Bates	Walt Disney Studios Motion Pictures	0.22		0.22
16	15	M&C Saatchi	Holiday Inn	0.20		0.20
17	17	JWT	Soy Joy	0.23	Rimmel London Asia Pacific	0.13
18=	16	Saatchi and	HTC	0.27	Tiger Beer	0.01
18=	19	BBH	Axe, SC Johnson Asia Pacific, Sol Asia Pacific	0.51		0.01
20	20	DraftFCB		0.00	SC Johnson Asia Pacific	(1.50)

Media New Business League(Singapore) –December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	MPG	AXA Regional, Toshiba Digital, Net-a-Porter	2.04	NTUC Membership	1.99
2	1	OMD	Webjet.com.sg, Sara Lee Asia Pacific, Sony Asia Pacific	1.97	AXA Regional	1.42
3	3	MediaCom	Revlon Asia Pacific	1.41		1.41
4	4	ZenithOptimedia	PayPal, Motorola Digital, Singapore Management University	1.49	Marriott International Asia Pacific	1.35
5	5	Maxus	Nikon, SC Johnson Asia Pacific, Prada, Zespri	0.75	Infocomm Development Authority	0.70
6	6	Carat	Philips Asia Pacific	0.62	Prada	0.55
7	7	PHD	Sony Ericsson Asia Pacific, Hasbro, BS Group	0.64	Uniqlo	0.54
8	8	Universal McCann	ExxonMobil Asia Pacific	0.65	SC Johnson Asia Pacific	0.35
9	9	Vizeum		0.00		0.00
10	10	Initiative	Clorox, Nuvanta	0.06	Revlon Asia Pacific	(0.05)
11	11	Mindshare	Mapletree Commercial Trust, HarborFront Centre	0.02	Motorola Digital	(0.22)
12	13	Starcom MediaVest	Novartis Asia Pacific, Mars and Wrigley SEA, National Environment Agency	1.14	P&G SEA	(0.41)
13	12	MEC	Marriott International Asia Pacific, Sentosa Development Corporation, Microsoft	0.25	Novartis Asia Pacific	(1.10)

CREATIVE AGENCIES

Ogilvy maintained its top position from previous months with overall revenue of USD3.98M, followed by DDB. Publicis and BBDO made up the rest of the top four.

MEDIA AGENCIES

MPG moved up the chart to the top with 3 new wins from AXA Regional, Toshiba Digital and Net-a-Porter. OMD dropped to the second position this month but still managed to generate overall revenue of USD1.42M. Following closely behind was MediaCom and ZenithOptimedia.

METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.