

Creative New Business League(Singapore) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	6=	Leo Burnett	United Overseas Bank, FrieslandCampina	1.1		1.1
2	1	Ogilvy	7 Eleven, VP Bank, Eu Yan Sang	0.3		0.3
3	NA	Dentsu	Hitachi, The Ministry of Manpower in Singapore	0.2		0.2
4=	2=	DDB	Spring	0.1		0.1
4=	2=	Grey Group	Technology Client	0.1		0.1
4=	2=	McCann WorldGroup	Technology Client, Pharma Client	0.1		0.1
4=	2=	JWT	Cheung Kong	0.1		0.1
8=	6=	Iris	The Executive Centre	0.0		0.0
8=	6=	BBH		0.0		0.0
8=	6=	Y&R		0.0		0.0
8=	6=	Euro RSCG		0.0		0.0
8=	6=	Crush		0.0		0.0
8=	6=	Bates		0.0		0.0
8=	6=	BBDO		0.0		0.0
8=	6=	DraftFCB		0.0		0.0
8=	6=	M&C Saatchi		0.0		0.0
8=	6=	Publicis		0.0		0.0
8=	6=	Lowe		0.0		0.0
8=	6=	TBWA		0.0		0.0
20	6=	Saatchi and Saatchi	The Media Development Authority of Singapore	0.1	United Overseas Bank	(0.9)

Media New Business Scoreboard(Singapore) –Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Bank of Singapore	0.3		0.3
2=	2=	ZenithOptimedia	Aviva, Singapore Arts Festival 2010	0.2		0.2
2=	5=	Mindshare	Bayer	0.3	Aviva	0.2
4=	2=	OMD	Carlsberg	0.1		0.1
4=	2=	MEC	Wrigley	0.1		0.1
6=	5=	MPG		0.0		0.0
6=	5=	PHD		0.0		0.0
6=	5=	Universal McCann		0.0		0.0
6=	5=	Initiative		0.0		0.0
6=	5=	Starcom MediaVest		0.0		0.0
6=	5=	Vizeum		0.0		0.0
6=	5=	MediaCom		0.0		0.0
13	13	Maxus		0.0	Carlsberg	(0.1)

CREATIVE AGENCIES

Leo Burnett jumped to the top position on the back of United Overseas Bank and FrieslandCampina wins this month. Ogilvy also snapped 7 Eleven and went to the second place, while Dentus moved to the third spot with Hitachi and The Ministry of Manpower in Singapore. DDB, Grey, McCann and JWT shared the fourth place.

MEDIA AGENCIES

Carat maintained the top position on the back of Bank of Singapore win. Zenith snapped Aviva and shared the second place with Mindshare, who secured Bayer. OMD and MEC shared the fourth place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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.

