

Creative New Business League(Singapore) – Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	VP Bank, Eu Yan Sang, WDA, MBS	0.3		0.3
2=	2	DDB	Spring	0.1		0.1
2=	9=	Grey Group	Technology Client	0.1		0.1
2=	5	McCann WorldGroup	Technology Client, Pharma Client	0.1		0.1
2=	8	JWT	Cheung Kong	0.1		0.1
6=	3	BBH		0.0		0.0
6=	4	Y&R		0.0		0.0
6=	6	Iris		0.0		0.0
6=	7	Euro RSCG		0.0		0.0
6=	9=	Crush		0.0		0.0
6=	11	Bates		0.0		0.0
6=	12	Leo Burnett		0.0		0.0
6=	13=	BBDO		0.0		0.0
6=	13=	DraftFCB		0.0		0.0
6=	13=	M&C Saatchi		0.0		0.0
6=	13=	Saatchi and Saatchi		0.0		0.0
6=	17	Publicis		0.0		0.0
6=	18	Lowe		0.0		0.0
6=	19	TBWA				

Media New Business Scoreboard(Singapore) –Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	5	Carat	Bank of Singapore	0.3		0.3
2=	7=	OMD	Carlsberg	0.1		0.1
2=	13	ZenithOpti media	Singapore Arts Festival 2010	0.1		0.1
2=	2	MEC	Wrigley	0.1		0.1
5=	1	MPG		0.0		0.0
5=	3	Mindshare		0.0		0.0
5=	4	PHD		0.0		0.0
5=	7=	Universal McCann		0.0		0.0
5=	7=	Initiative		0.0		0.0
5=	7=	Starcom MediaVest		0.0		0.0
5=	11	Vizeum		0.0		0.0
5=	12	MediaCom		0.0		0.0
13	6	Maxus		0.0	Carlsberg	(0.1)
CREATIVE AGENCIES						
Ogilvy took the first place, securing several wins including VP Bank, Eu Yan Sang, WDA and MBS. DDB, Grey, McCann and JWT shared the second place.						
MEDIA AGENCIES						
Carat took the first place on the back of Bank of Singapore win. OMD, ZenithOptimedia and MEC shared the second place, securing Carlsberg, Singapore Arts Festival 2010 and Wrigley respectively.						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 89 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.						
						