

Creative New Business League(Singapore) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	9	BBDO	Asiarooms, Soo Kee Jewelry	0.60		0.60
2	17	Lowe	IKEA	0.20		0.20
3	20	Saatchi and Saatchi	Lenovo Asia Pacific, Nanyang Technological University	0.15		0.15
4=	6	Publicis	LG Digital Asia Pacific	0.10		0.10
4=	8	Euro RSCG	Saxo	0.10		0.10
4=	13	Dentsu	International Enterprise	0.10		0.10
7	19	McCann WorldGroup	Boehringer Ingelheim (Diabetes), Allergan (Natralle), GE Healthcare	0.05		0.05
8	18	TBWA	British Council	0.01		0.01
9=	1	DDB		0.00		0.00
9=	2	Y&R		0.00		0.00
9=	4	Grey Group		0.00		0.00
9=	5	Leo Burnett		0.00		0.00
9=	7	Iris		0.00		0.00
9=	10	Crush		0.00		0.00
9=	11=	BBH		0.00		0.00
9=	11=	DraftFCB		0.00		0.00
9=	14	Bates		0.00		0.00
9=	15	JWT		0.00		0.00
9=	16	M&C Saatchi		0.00		0.00
20	3	Ogilvy		0.02	Lenovo Asia Pacific	(0.08)

Media New Business League(Singapore) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	7	OMD	Levi's Asia Pacific, Royal Air Force, Heinz	0.48		0.48
2	11	Universal McCann	Ecco, Japan Tourism Association	0.32		0.32
3	4	Starcom MediaVest	Singapore Grand Prix	0.05		0.05
4	9	Initiative	Nuvanta	0.01		0.01
5=	1	ZenithOpti media		0.00		0.00
5=	2	MPG		0.00		0.00
5=	5	MediaCom		0.00		0.00
5=	6	Carat		0.00		0.00
5=	8	Maxus		0.00		0.00
5=	10	Vizeum		0.00		0.00
5=	12	Mindshare		0.00		0.00
5=	13	PHD		0.10	Uniqlo	0.00
13	3	MEC		0.00	Singapore Grand Prix	(0.05)
CREATIVE AGENCIES						
In the first report of 2011, BBDO led the way through the strong wins of Asiarooms and Soo Kee Jewelry, followed by Lowe, securing IKEA. Saatchi and Saatchi was placed third on the back of strong Lenovo Asia Pacific and Nanyang Technological University wins.						
MEDIA AGENCIES						
In just one short month, more than 10 media accounts changed hands, with OMD leading the way on the back of Levi's Asia Pacific and Royal Air Force wins. UM was a close second, picking up Ecco and Japan Tourism Association. Starcom MediaVest and Initiative made up the rest of the top four.						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 101 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.						
						