

Creative New Business League(Singapore) – July 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 | SC Johnson Asia Pacific, Bayer, Singapore Workforce Development Authority, SINDA | 2.88 | Soy Joy | 2.71 |
| 2 | 2= | BBDO | SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific, dollarDEX | 1.48 | | 1.43 |
| 3 | 2= | DDB | Singapore Institute of Management, Health Promotion Board, Tiger Beer | 1.18 | | 1.14 |
| 4 | 4 | Publicis | Singapore University of Technology & Design, Infocomm Development Authority of Singapore, Science Centre | 0.86 | | 0.86 |
| 5 | 5 | Grey Group | GSK, Workplace Safety and Health, Qatar Airways | 0.63 | | 0.63 |
| 6 | 8 | Lowe | Perfetti Van Melle, Filinvest, Schaeffler, IKEA | 0.50 | | 0.50 |
| 7 | 6 | McCann WorldGroup | Merck Serono, Celgene, Ecco | 0.58 | MDA | 0.48 |
| 8 | 7 | Dentsu | MDA, Chelsea Football Club Southeast Asia, Singapore Institute of Technology | 0.44 | Speak Mandarin | 0.34 |
| 9 | 13 | Euro RSCG | Korvac EPINS, Bosch Brand Asia Pacific, Saxo | 0.48 | Dulux | 0.33 |
| 10 | 9= | TBWA | Ascendas, ANZ Asia Pacific, Bridge Alliance, Okamoto | 0.54 | Mars Asia Pacific | 0.32 |
| 11 | 9= | Crush | | 0.27 | | 0.27 |
| 12= | 11 | Iris | Sony SEA, Coca-Cola Activation | 0.20 | | 0.20 |
| 12= | 17= | M&C Saatchi | Holiday Inn | 0.20 | | 0.20 |
| 14 | 14 | Leo Burnett | Orchard Turn Development, | 0.12 | | 0.12 |
| 15 | 12 | Saatchi and Saatchi | Invida Asia Pacific, Lenovo Asia Pacific, Nanyang Technological University | 0.17 | Tiger Beer | 0.09 |
| 16 | 15 | JWT | Soy Joy | 0.15 | Rimmel London | 0.05 |
| 17 | 16 | BBH | SC Johnson Asia Pacific, Sol Asia Pacific | 0.01 | | 0.01 |
| 18 | 17= | Bates | | 0.00 | | 0.00 |
| 19 | 20 | Y&R | Workforce Development Agency | 0.69 | Singapore Management | (0.36) |
| 20 | 17= | DraftFCB | | 0.00 | SC Johnson Asia Pacific | (1.50) |

Media New Business League(Singapore) – July 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US \$m) | Recent Losses | Overall YTD Revenue (US \$m) |
|-----------------|-----------------|-------------------|--|--------------------------------|-------------------------|------------------------------|
| 1 | 1 | OMD | Pan Pacific, Temasek | 1.30 | | 1.30 |
| 2 | 2 | MPG | DBS Cards Platform Social Media, Cheung Kong, Symantec Norton | 0.87 | | 0.87 |
| 3 | 3 | ZenithOptimedia | Singapore University of Technology & Design, Infocomm Development Authority of Singapore, Science Centre | 0.80 | | 0.80 |
| 4 | 6 | Maxus | SC Johnson Asia Pacific, Prada, Zespri | 0.70 | | 0.70 |
| 5 | 7 | PHD | SC Johnson Asia Pacific, Hotels.com Asia Pacific | 0.43 | Uniqlo | 0.33 |
| 6= | 4 | Universal McCann | Tupperware, Spring Singapore, Holiday Inn, Ecco | 0.45 | SC Johnson Asia Pacific | 0.15 |
| 6= | 5 | Carat | Changi Airport Group, Expedia | 0.22 | Prada | 0.15 |
| 8 | 8 | Mindshare | Mapletree Commercial Trust, HarborFront Centre | 0.02 | | 0.02 |
| 9= | 9= | Initiative | Nuvanta | 0.01 | SC Johnson | 0.00 |
| 9= | 9= | MediaCom | | 0.00 | | 0.00 |
| 9= | 9= | Vizeum | | 0.00 | | 0.00 |
| 12 | 12 | MEC | EZRA, Starwood Hotels Asia Pacific | 0.03 | Singapore Grand Prix | (0.02) |
| 13 | 13 | Starcom MediaVest | Yahoo Asia Pacific, Uniqlo, SATS | 0.28 | UOB | (0.13) |

CREATIVE AGENCIES

Ogilvy secured strong SC Johnson Asia Pacific new business and stayed on top spot. BBDO also shared SC Johnson Asia Pacific win, and was placed second. DDB and Publicis made up the rest of the top four.

MEDIA AGENCIES

OMD maintained top spot, followed by MPG. ZenithOptimedia won Singapore University of Technology & Design, and was placed third. Maxus secured SC Johnson Asia Pacific new business, and made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.