

Creative New Business League(Singapore) –June 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 | Health Promotion Board, WRS River Safari, Miele | 1.58 | Soy Joy | 1.41 |
| 2= | 3 | BBDO | VISA Asia Pacific, Mars Asia Pacific, dollarDEX | 0.88 | | 0.88 |
| 2= | 4 | DDB | Tiger Beer, Mars Asia Pacific, Intel Asia Pacific | 0.88 | | 0.88 |
| 4 | 2 | Publicis | CDL Leasing Dept, Far East Organization | 0.81 | | 0.81 |
| 5 | 5= | Grey Group | GSK, Workplace Safety and Health, Qatar Airways | 0.63 | | 0.63 |
| 6 | 5= | McCann WorldGroup | Merck Serono, Celgene, Ecco | 0.58 | MDA | 0.48 |
| 7 | 8 | Dentsu | MDA, Chelsea Football Club Southeast Asia, Singapore Institute of Technology | 0.44 | | 0.44 |
| 8 | 9 | Lowe | Schaeffler, IKEA | 0.30 | | 0.30 |
| 9= | 7 | TBWA | ANZ Asia Pacific, Bridge Alliance, Okamoto, British Council | 0.49 | Mars Asia Pacific | 0.27 |
| 9= | 10 | Crush | | 0.27 | | 0.27 |
| 11 | 11 | Iris | Sony SEA, Coca-Cola Activation | 0.20 | | 0.20 |
| 12 | 13 | Saatchi and Saatchi | Invida Asia Pacific, Lenovo Asia Pacific, Nanyang Technological University | 0.17 | Tiger Beer | 0.09 |
| 13 | 14= | Euro RSCG | Bosch Brand Asia Pacific, Saxo | 0.23 | Dulux | 0.08 |
| 14 | 14= | Leo Burnett | Yahoo | 0.03 | | 0.03 |
| 15 | 15= | JWT | Soy Joy | 0.15 | Rimmel London Asia Pacific | 0.05 |
| 16 | 15= | BBH | Sol Asia Pacific | 0.01 | | 0.01 |
| 17= | 15= | DraftFCB | | 0.00 | | 0.00 |
| 17= | 15= | Bates | | 0.00 | | 0.00 |
| 17= | 15= | M&C Saatchi | | 0.00 | | 0.00 |
| 20 | 20 | Y&R | Workforce Development Agency | 0.69 | Singapore Management University | (0.36) |

Media New Business League(Singapore) –June 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 | Infocomm Development Authority of Singapore, Science Centre | 0.70 | | 0.70 |
| 4 | 4 | Universal McCann | Tupperware, Spring Singapore, Holiday Inn, Ecco | 0.45 | | 0.45 |
| 5 | 5 | Carat | | 0.17 | | 0.17 |
| 6 | 6 | Maxus | Hush Puppies Shoes, Samsonite, Finnair | 0.15 | | 0.15 |
| 7 | 7 | PHD | Hotels.com Asia Pacific | 0.13 | Uniqlo | 0.03 |
| 8 | 8= | Mindshare | Mapletree Commercial Trust, HarborFront Centre | 0.02 | | 0.02 |
| 9= | 8= | Initiative | Nuvanta | 0.01 | SC Johnson | 0.00 |
| 9= | 8= | MediaCom | | 0.00 | | 0.00 |
| 9= | 8= | 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 retained its top position with five new wins, including Health Promotion Board and WRS River Safari. BBDO won Mars and VISA Asia Pacific new business, and shared second position with DDB. Publicis made up the rest of the top four.

MEDIA AGENCIES

OMD maintained top spot with some confidential wins, followed by MPG. ZenithOptimedia and UM made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 106 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.

