

Creative New Business League(Singapore) – Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Leo Burnett	United Overseas Bank, FrieslandCampina	1.1		1.1
2=	8=	Euro RSCG	Pharma Client	0.3		0.3
2=	8=	BBDO	Guinness	0.3		0.3
2=	2	Ogilvy	7 Eleven, VP Bank, Eu Yan Sang	0.3		0.3
2=	8=	Bates	DHL Global Project, Asian Fashion Exchange	0.3		0.3
6=	3	Dentsu	Hitachi, The Ministry of Manpower in Singapore	0.2		0.2
6=	4=	Grey Group	Workplace Safety and Health Council	0.2		0.2
8=	4=	DDB	Spring	0.1		0.1
8=	8=	TBWA	Zespri Kiwi Fruit, Asia Square	0.1		0.1
8=	4=	McCann WorldGroup	Hawley & Hazel	0.1		0.1
8=	4=	JWT	Cheung Kong	0.1		0.1
12=	8=	Crush		0.0		0.0
12=	8=	Iris	The Executive Centre	0.0		0.0
12=	8=	BBH		0.0		0.0
12=	8=	DraftFCB		0.0		0.0
12=	8=	M&C Saatchi		0.0		0.0
12=	8=	Publicis		0.0		0.0
12=	8=	Lowe		0.0		0.0
19	8=	Y&R		0.0	Workplace Safety and Health Council	(0.1)
20	20	Saatchi and Saatchi	The Media Development Authority of Singapore	0.1	United Overseas Bank	(0.9)

Media New Business Scoreboard(Singapore) – Mar 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	0.4		0.4
2=	2=	ZenithOptimedia	Aviva, Singapore Arts Festival 2010	0.3		0.3
2=	4=	OMD	IKEA, Carlsberg	0.4	Shangri-la Asia Pacific	0.3
4	2=	Mindshare	Bayer	0.3	Aviva	0.2
5	4=	MEC	Wrigley	0.1		0.1
6=	6=	MPG		0.0		0.0
6=	6=	PHD		0.0		0.0
6=	6=	Initiative		0.0		0.0
6=	6=	Starcom MediaVest		0.0		0.0
6=	6=	Vizeum		0.0		0.0
6=	6=	MediaCom		0.0		0.0
12=	13	Maxus	Shangri-la Asia Pacific	0.0	Carlsberg	(0.1)
12=	6=	Universal McCann	AIA Asia Pacific	0.0		(0.1)

CREATIVE AGENCIES

Leo Burnett still maintained the top position on the back of UOB win. Euro RSCG, BBDO, Ogilvy and Bates shared the second position. Among them, Euro RSCG secured some Pharma Client, BBDO secured Guinness, and Bates snapped DHL Global Project and Asian Fashion Exchange.

MEDIA AGENCIES

Carat maintained the top position on the back of previous wins. ZenithOptimedia shared the second position with OMD, who secured IKEA. Mindshare made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 91 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.

