

Creative New Business League(Singapore) –Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	20	Ogilvy	SingTel F1, HPB, Asia Fashion Exchange	1.37	Yahoo! Southeast Asia	1.23
2	2	Publicis	CDL Leasing Dept, Far East Organization	0.71		0.71
3	1	BBDO	Blackberry Asia Pacific, Asiarooms, Soo Kee Jewelry	0.70		0.70
4=	9=	TBWA	ANZ Asia Pacific, Bridge Alliance, Okamoto, British Council	0.49		0.49
4=	9=	Y&R	Workforce Development Agency	0.49		0.49
6	3	McCann WorldGroup	Ecco, Allergan, NEA	0.55	MDA	0.45
7=	4=	Lowe	IKEA	0.20		0.20
7=	4=	Iris	Sony SEA, Coca-Cola Activation	0.20		0.20
9=	6	Saatchi and Saatchi	Lenovo Asia Pacific, Nanyang Technological University	0.15		0.15
9=	11=	Grey Group	Adobe - Acrobat 10, Microsoft	0.15		0.15
11	7=	Dentsu	International Enterprise	0.10		0.10
12	11=	JWT		0.05		0.05
13	11=	Leo Burnett	Yahoo	0.03		0.03
14=	11=	DDB		0.00		0.00
14=	11=	Crush		0.00		0.00
14=	11=	BBH		0.00		0.00
14=	11=	DraftFCB		0.00		0.00
14=	11=	Bates		0.00		0.00
14=	11=	M&C Saatchi		0.00		0.00
20	7=	Euro RSCG	Saxo	0.10	Dulux	(0.05)

Media New Business League(Singapore) –Mar 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	Health Promotion Board, Admarkit, Sata Comm Health	0.72		0.72
2	4	ZenithOptimedia	UOB, Workforce Development Agency	0.56		0.56
3	3	Universal McCann	Ecco, Japan Tourism Association	0.32		0.32
4	5	Maxus	Samsonite, Finnair	0.13		0.13
5	8=	Carat		0.07		0.07
6	6	PHD	Hotels.com Asia Pacific	0.13	Uniqlo	0.03
7	7	Initiative	Nuvanta	0.01		0.01
8=	8=	MPG		0.00		0.00
8=	8=	MediaCom		0.00		0.00
8=	8=	Vizeum		0.00		0.00
8=	8=	Mindshare		0.00		0.00
12	13	MEC	EZRA, Starwood Hotels Asia Pacific	0.03	Singapore Grand Prix	(0.02)
13	2	Starcom MediaVest	Yahoo Asia Pacific, Uniqlo, SATS	0.28	UOB	(0.13)

CREATIVE AGENCIES

Ogilvy jumped to top spot on the back of strong wins, including SingTel F1 and HPB. Publicis stayed second, securing CDL Leasing Dept and Far East Organization. BBDO was placed third.

MEDIA AGENCIES

OMD stayed on top on the back of Health Promotion Board and Admarkit. ZenithOptimedia jump to second, securing UOB. UM and Maxus made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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.

