

## Creative New Business League(Singapore) – May 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
<b>1</b>	<b>1=</b>	<b>DDB</b>	Prima Taste, Ministry of Manpower, URA Marina Bay Series, ION Orchard	2.0		2.0
<b>2</b>	<b>1=</b>	<b>Leo Burnett</b>	MINDEF, United Overseas Bank, FrieslandCampina	1.5		1.5
<b>3</b>	<b>3</b>	<b>Ogilvy</b>	Syngenta, Soy Joy, Whittington Insurance	0.9		0.9
<b>4</b>	<b>4</b>	<b>Crush</b>	The Entertainment Group, IDA - Wireless@SG, Aimer Lingerie, Group RCI	0.4		0.4
<b>5=</b>	<b>5=</b>	<b>Euro RSCG</b>	Pharma Client	0.3		0.3
<b>5=</b>	<b>5=</b>	<b>BBDO</b>	Guinness	0.3		0.3
<b>5=</b>	<b>8=</b>	<b>Grey Group</b>	ESPN Star Sports, Workplace Safety and Health Council	0.3		0.3
<b>5=</b>	<b>5=</b>	<b>Bates</b>	DHL Global Project, Asian Fashion Exchange	0.3		0.3
<b>9=</b>	<b>13=</b>	<b>Iris</b>	Johnnie Walker, The Executive Centre	0.2		0.2
<b>9=</b>	<b>10=</b>	<b>McCann WorldGroup</b>	Intel, Motorola - Healthcare Vertical, Hawley & Hazel	0.1		0.1
<b>9=</b>	<b>8=</b>	<b>Dentsu</b>	Hitachi, The Ministry of Manpower in Singapore	0.2		0.2
<b>9=</b>	<b>19</b>	<b>Y&amp;R</b>	MOM TAFEP	0.3	Workplace Safety and Health Council	0.2
<b>13=</b>	<b>10=</b>	<b>TBWA</b>	Zespri Kiwi Fruit, Asia Square	0.1		0.1
<b>13=</b>	<b>10=</b>	<b>JWT</b>	Cheung Kong	0.1		0.1
<b>15=</b>	<b>13=</b>	<b>BBH</b>		0.0		0.0
<b>15=</b>	<b>13=</b>	<b>DraftFCB</b>		0.0		0.0
<b>15=</b>	<b>13=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>15=</b>	<b>13=</b>	<b>Publicis</b>		0.0		0.0
<b>15=</b>	<b>13=</b>	<b>Lowe</b>		0.0		0.0
<b>20</b>	<b>20</b>	<b>Saatchi and Saatchi</b>	The Media Development Authority of Singapore	0.1	United Overseas Bank	<b>(1.0)</b>

## Media New Business Scoreboard(Singapore) – May 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	Singtel, Wrigley	1.3		1.3
2	2	ZenithOptimedia	Kim Eng Securities, Esplanade, Aviva	0.8		0.8
3=	3=	Starcom MediaVest	Marina Bay	0.5		0.5
3=	3=	MediaCom	Carrefour, Centre of Enabled Living	0.5		0.5
3=	6=	OMD	AXA, IKEA, Carlsberg	0.7	Esplanade	0.5
6	5	Carat	Bank of Singapore	0.4		0.4
7	8=	MPG	Mount Faber, Avenza, NTUC Healthcare	0.5	AXA	0.2
8	6=	Mindshare	Performance Premium Selection Limited, Bayer	0.3	Aviva	0.1
9=	12=	Maxus	NTUC Income, Singapore Institute of Management	0.2		0.0
9=	8=	Initiative		0.0		0.0
9=	8=	Vizeum		0.0		0.0
12=	12=	Universal McCann	AIA Asia Pacific	0.0		(0.1)
12=	8=	PHD		0.0	NTUC Income	(0.1)

### CREATIVE AGENCIES

DDB maintained the top position securing Prima Taste regional business. Leo Burnett, Ogilvy and Crush made up the top four

### MEDIA AGENCIES

MEC maintained the top position on the back of Singtel win in previous month. ZenithOptimedia, Starcom and Mediacom made up the top four

### METHODOLOGY

The R3 New Business League has been compiled each of the last 93 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

