

## Creative New Business League(Singapore) –May 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	Ministry of Community Youth, SingTel F1, HPB	1.46	Yahoo! Southeast Asia	1.32
<b>2</b>	<b>2</b>	<b>Publicis</b>	CDL Leasing Dept, Far East Organization	0.71		0.71
<b>3</b>	<b>3</b>	<b>BBDO</b>	Blackberry Asia Pacific, Asiarooms, Soo Kee Jewelry	0.70		0.70
<b>4</b>	<b>13=</b>	<b>DDB</b>	Intel Asia Pacific	0.50		0.50
<b>5=</b>	<b>5</b>	<b>McCann WorldGroup</b>	Merck Serono, Celgene, Ecco	0.58	MDA	0.48
<b>5=</b>	<b>6</b>	<b>Grey Group</b>	Contact, Microsoft Projects, Adobe - Acrobat 10	0.48		0.48
<b>7</b>	<b>4</b>	<b>TBWA</b>	ANZ Asia Pacific, Bridge Alliance, Okamoto, British Council	0.49	Standard Chartered	0.47
<b>8</b>	<b>7=</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia, Singapore Institute of Technology	0.39		0.39
<b>9</b>	<b>7=</b>	<b>Lowe</b>	Schaeffler, IKEA	0.30		0.30
<b>10</b>	<b>13=</b>	<b>Crush</b>		0.27		0.27
<b>11</b>	<b>9</b>	<b>Iris</b>	Sony SEA, Coca-Cola Activation	0.20		0.20
<b>13</b>	<b>10</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific, Nanyang Technological University	0.17		0.17
<b>14=</b>	<b>12</b>	<b>Leo Burnett</b>	Yahoo	0.03		0.03
<b>14=</b>	<b>19</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific, Saxo	0.18	Dulux	0.03
<b>15=</b>	<b>11</b>	<b>JWT</b>		0.05	Contact	0.00
<b>15=</b>	<b>13=</b>	<b>BBH</b>		0.00		0.00
<b>15=</b>	<b>13=</b>	<b>DraftFCB</b>		0.00		0.00
<b>15=</b>	<b>13=</b>	<b>Bates</b>		0.00		0.00
<b>15=</b>	<b>13=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>20</b>	<b>20</b>	<b>Y&amp;R</b>	Workforce Development Agency	0.49	Singapore Management University	<b>(0.56)</b>

## Media New Business League(Singapore) –May 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	0.89		0.89
2	6=	MPG	DBS Cards Platform Social Media, Cheung Kong, Symantec Norton	0.87		0.87
3	2	ZenithOptimedia	Infocomm Development Authority of Singapore, Science Centre	0.70		0.70
4	3	Universal McCann	Spring Singapore, Holiday Inn, Ecco, Japan Tourism Association	0.44		0.44
5	4	Carat		0.17		0.17
6	5	Maxus	Samsonite, Finnair	0.13		0.13
7	6=	PHD	Hotels.com Asia Pacific	0.13	Uniqlo	0.03
8=	8	Initiative	Nuvanta	0.01	SC Johnson	0.00
8=	9=	MediaCom		0.00		0.00
8=	9=	Vizeum		0.00		0.00
8=	9=	Mindshare		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 maintained on top spot with Ministry of Community Youth win, followed by Publicis. BBDO was placed third on the back of excellent Blackberry Asia Pacific new business. DDB was fastest mover this month, securing Intel Asia Pacific.

### MEDIA AGENCIES

OMD kept on top spot on the back of strong Levi's win. MPG was fastest mover this month with several wins, including DBS Cards Platform Social Media and Cheung Kong new businesses. ZenithOptimedia and UM made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 105 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.