

Creative New Business League(Singapore) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	Tuas Power, Bristol Myers, SIS Sugar	5.2	AMEX (GNS)	4.4
2	3	DDB	Ministry of Manpower Digital, Courts BTL, AIA BTL	3.3		3.3
3	2	BBH	Minute Maid SEA, STB Global	3.2		3.2
4	4	Y&R	Resorts World Sentosa, Audi, Yatra.com	2.2		2.2
5	6	McCann WorldGroup	ExxonMobile, ,Tan Chong International/Subaru	2.0	UPS Asia Pacific	1.6
6	5	Iris	Pond's BTL, Lux BTL, Visit Britain SE Asia, Tiger Beer SEA	1.7	Smirnoff	1.5
7	7	Euro RSCG	Carlsberg, Orange, DBS	1.1		1.1
8	8	JWT	Kelloggs Asia Pacific, Exxon, EDB	0.8		0.8
9=	9	Crush	EZ-Reload Card	0.6		0.6
9=	10=	Grey Group	Allianz Asia Pacific, ESPN Star Sports Asia Pacific, Greenlam	0.7	Singapore Institute of Management	0.6
11	10=	Bates	Marina Bay Sands Shoppes, Far East Drug Company	0.3		0.3
12	13	Leo Burnett	Carrefour, MCYS	0.3	Kelloggs Part Asia Pacific	0.1
13=	10	BBDO	Gill Capital, Panasonic Asia Pacific	0.3	Allianz Asia Pacific	0.0
13=	14=	DraftFCB		0.0		0.0
13=	14=	M&C Saatchi		0.0		0.0
16=	16	Saatchi and Saatchi	Infocomm Development Authority of Singapore, Ricoh, Mandarin Gallery	0.4	ESPN Star Sports Asia Pacific	(0.2)
16=	17	Publicis	BMW SEA	0.3	Cadbury	(0.2)
18	18	Lowe		0.0	Surf (Asia Pacific)	(0.3)
19	19	TBWA		0.0	Resorts World Global	(0.6)

Media New Business Scoreboard(Singapore) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	MPG	Hyundai Asia Pacific, Jurong Point, Tata Asia Pacific, ST Electronics	2.0	Swarovski Asia Pacific	1.7
2	1	MEC	Jay Gee, EDB Singapore, UIP	1.9		1.9
3	3	Mindshare	F&N Foods, The Mount Faber Leisure Group	1.9	Malaysia Airlines Global	1.2
4	4	PHD	Zuellig Pharma, HP (Asia Pacific), Lianco Jeebee, RSAF	1.0	Yoshinoya	0.9
5	5	Carat	Nokia, Tourism Queensland Singapore(OOH Campaign)	0.8	Nissan	0.8
6	9=	Maxus	UPS Asia Pacific, Titan Watches, Groupe SEB, Haw Par Healthcare	0.3	F&N Foods	0.2
7=	6=	Universal McCann	AIA, Himalaya Herbal Healthcare, Singapore Prisons service	0.2	UPS Asia Pacific	0.1
7=	6=	OMD	Vodafone Asia Pacific	0.5	Allianz Asia Pacific	0.1
7=	8	Initiative	Hotel Club, Black Design, True Color Cosmetics	0.1		0.1
7=	9=	Starcom MediaVest	Malaysia Airlines Global	0.1		0.1
11	9=	Vizeum		0.0		0.0
12	12	MediaCom	Allianz Asia Pacific, P & G Fine Fragrance Asia Pacific	0.4	Nokia	(0.1)
13	13	ZenithOpti media	Reckitt Benckiser Asia Pacific, Swarovski Asia Pacific, National Iconic Events	1.4	National Heritage Board	(1.3)

CREATIVE AGENCIES

Ogilvy maintained the top position securing several wins including Tuas Power, Bristol Myers and SIS Sugar. DDB moved to the second spot on the back of the digital win of Ministry of Manpower. BBH and Y&R made up the top four.

MEDIA AGENCIES

MPG moved to the top spot on the back of Hyundai's regional business and local ST Electronics' business, closely followed by MEC. Mindshare and PHD made up the top four

METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.