

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

<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>DDB</b>	Ciba Vision, Galderma, Workforce Development Agency, CADG	4.9	Energizer	4.8
<b>2</b>	<b>2</b>	<b>Y&amp;R</b>	Resorts World Sentosa, Singapore Navy, Tiger Beer, MOM TAFEP	3.5	Workplace Safety and Health Council	3.4
<b>3</b>	<b>3</b>	<b>Ogilvy</b>	Bayer, CIMB, IMH	2.1	Panadol	2.0
<b>4</b>	<b>5</b>	<b>Grey Group</b>	Allianz, Panadol, KFC	1.7		1.7
<b>5</b>	<b>4</b>	<b>Leo Burnett</b>	MINDEF, United Overseas Bank, FrieslandCampina	1.5		1.5
<b>6</b>	<b>7=</b>	<b>Publicis</b>	F&N, Pay Pal, Frasers Centrepoint	1.1		1.1
<b>7</b>	<b>6</b>	<b>Iris</b>	Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.0		1.0
<b>8</b>	<b>7=</b>	<b>Euro RSCG</b>	AMD, Carlsberg	0.8		0.8
<b>9=</b>	<b>7=</b>	<b>BBDO</b>	AsiaRooms.com, JNJ Baby, Guinness	0.8	Allianz	0.5
<b>9=</b>	<b>10=</b>	<b>Crush</b>	The Entertainment Group, IDA-Wireless@SG, Aimer Lingerie	0.5		0.5
<b>11=</b>	<b>12</b>	<b>BBH</b>	Coke Project	0.3		0.3
<b>11=</b>	<b>15=</b>	<b>DraftFCB</b>	Nivea	0.3		0.3
<b>13=</b>	<b>13</b>	<b>Dentsu</b>	Hitachi, The Ministry of Manpower in Singapore	0.2		0.2
<b>13=</b>	<b>10=</b>	<b>Bates</b>	Fuji Xerox, DHL Global Project, Asian Fashion Exchange	0.5	F&N	0.2
<b>15</b>	<b>14</b>	<b>JWT</b>	Cheung Kong	0.1		0.1
<b>16</b>	<b>15=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>17</b>	<b>18</b>	<b>Lowe</b>		0.0	JNJ Baby	(0.5)
<b>18</b>	<b>17</b>	<b>TBWA</b>	Energizer, Zespri Kiwi Fruit, Asia Square	0.5	Nivea	(0.6)
<b>19</b>	<b>19</b>	<b>McCann WorldGroup</b>	Intel, Motorola - Healthcare Vertical, Hawley & Hazel	0.3	KFC	(0.7)
<b>20</b>	<b>20</b>	<b>Saatchi and Saatchi</b>	The Media Development Authority of Singapore	0.1	Singapore Navy	(3.4)

## Media New Business League(Singapore) –Nov 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>ZenithOptimedia</b>	Sanofi Aventis, M1, Asia Pacific Breweries	1.9		1.9
<b>2</b>	<b>2</b>	<b>MEC</b>	Informatics Education, Singtel, Wrigley	1.3		1.3
<b>3</b>	<b>3</b>	<b>MPG</b>	Resorts World, NTUC Club, Mount Faber, Avenza, NTUC Healthcare	1.1		1.1
<b>4</b>	<b>4</b>	<b>Starcom MediaVest</b>	Marina Bay Sands, Singapore Navy, Singapore Institute of Technology	1.0		1.0
<b>5</b>	<b>5</b>	<b>MediaCom</b>	Parkway Hospitals Singapore, Singapore Merchantile Exchange, Carrefour	0.7		0.7
<b>6</b>	<b>6</b>	<b>Carat</b>	Tiffany, Bank of Singapore	0.4		0.4
<b>7=</b>	<b>8</b>	<b>OMD</b>	Health Promotion Board, Carlton Hotel, AXA, IKEA	1.0	M1	0.2
<b>7=</b>	<b>7</b>	<b>Maxus</b>	MCYS, Lion Corporation, Resorts World	0.3	Burberry Asia Pacific	0.2
<b>9=</b>	<b>9</b>	<b>Initiative</b>	Sarasin	0.0		0.0
<b>9=</b>	<b>10</b>	<b>Vizeum</b>		0.0		0.0
<b>11</b>	<b>11</b>	<b>Universal McCann</b>	Ministry of Home Affairs, AIA Asia Pacific	0.1	Tiffany	(0.1)
<b>12=</b>	<b>12</b>	<b>Mindshare</b>	Kraft/Cadbury, Performance Premium Selection Limited, Bayer	0.5	Health Promotion Board	(0.7)
<b>12=</b>	<b>13</b>	<b>PHD</b>		0.0	Resorts World	(0.7)

### CREATIVE AGENCIES

DDB stayed in top position on the back of J&J win, followed by Y&R. Ogilvy received Bayer and CIMB, and made up the rest of the top four with Grey, securing Allianz. Fastest mover this month was DraftFCB, picking up Nivea Asia Pacific business.

### MEDIA AGENCIES

ZenithOptimedia kept leading the way, securing Sanofi Aventis Asia Pacific business. MEC was placed second on the back of Singtel win. MPG and Starcom made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 99 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.