

Creative New Business League(Singapore) –November 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US\$m) | Recent Losses | Overall YTD Revenue (US\$m) |
|--------------------------------|--------------------------------|------------------------------|--|--|---------------------------------------|--|
| 1 | 1 | Ogilvy | Philips Asia Pacific | 3.88 | Abbott Reductil | 3.96 |
| 2 | 2 | DDB | CapitaMalls, Accor Hotels | 3.38 | Philips Asia Pacific | 2.44 |
| 3 | 3 | Publicis | Merck OTC Brands Asia Pacific | 2.03 | Expedia | 1.97 |
| 4 | 4 | BBDO | ExxonMobil Asia Pacific | 1.88 | | 1.83 |
| 5 | 7 | TBWA | AIA Group, Veolia Environment, Tiffany & Co | 1.53 | Mars Asia Pacific | 1.02 |
| 6 | 5 | McCann WorldGroup | OCBC, Holiday Inn, Harley Davidson | 1.40 | ExxonMobil Asia Pacific | 0.90 |
| 7 | 6 | Grey Group | GSK Panadol Projects, Singpost Vpost Campaigns, AstraZeneca | 0.88 | | 0.88 |
| 8 | 8 | Y&R | Marina Bay Sands, Workforce Development Agency | 1.69 | Singapore Management University | 0.64 |
| 9 | 17 | Iris | Coca-Cola Asia Pacific | 0.70 | Tiger Beer | 0.62 |
| 10 | 9 | Dentsu | Marina Bay Sand Media, MDA, Chelsea Football Club Southeast | 0.64 | The Promote Mandarin Council | 0.54 |
| 11 | 10 | Lowe | Perfetti Van Melle, Filinvest, | 0.50 | | 0.50 |
| 12 | 11 | Euro RSCG | Volvo (Arnold) | 0.63 | Dulux | 0.48 |
| 13 | 13 | Crush | NETS FlashPay Launch Campaign | 0.29 | | 0.29 |
| 14 | 14 | Bates | Walt Disney Studios Motion | 0.22 | | 0.22 |
| 15 | 15 | M&C Saatchi | Holiday Inn | 0.20 | | 0.20 |
| 16 | 18 | Saatchi and | HTC | 0.27 | Tiger Beer | 0.19 |
| 17 | 16 | JWT | Soy Joy | 0.23 | Rimmel London Asia Pacific | 0.13 |
| 18 | 12 | Leo Burnett | Orchard Turn Development, | 0.32 | AIA Group | 0.12 |
| 19 | 19 | BBH | Axe, SC Johnson Asia Pacific, Sol Asia Pacific | 0.51 | | 0.01 |
| 20 | 20 | DraftFCB | | 0.00 | SC Johnson Asia Pacific | (1.50) |

Media New Business League(Singapore) –November 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 | Webjet.com.sg, Sara Lee Asia Pacific, Sony Asia Pacific | 1.97 | ExxonMobil Asia Pacific | 1.67 |
| 2 | 2 | MPG | DBS Digital, UIC Property Project, Panduit | 1.51 | NTUC Membership | 1.46 |
| 3 | 3 | MediaCom | Revlon Asia Pacific | 1.41 | | 1.41 |
| 4 | 4 | ZenithOptimedia | Singapore Management University | 1.07 | Marriott International Asia Pacific | 0.93 |
| 5 | 5 | Maxus | Nikon, SC Johnson Asia Pacific, Prada, Zespri | 0.75 | Infocomm Development Authority | 0.70 |
| 6 | 7 | Carat | Philips Asia Pacific | 0.62 | Prada | 0.55 |
| 7 | 6 | PHD | Sony Ericsson Asia Pacific, Hasbro, BS Group | 0.64 | Uniqlo | 0.54 |
| 8 | 8 | Universal McCann | ExxonMobil Asia Pacific | 0.65 | SC Johnson Asia Pacific | 0.35 |
| 9 | 10 | Vizeum | | 0.00 | | 0.00 |
| 10 | 9 | Initiative | Clorox, Nuvanta | 0.06 | Revlon Asia Pacific | (0.05) |
| 11 | 11 | Mindshare | Mapletree Commercial Trust, HarborFront Centre | 0.02 | | (0.11) |
| 12 | 12 | MEC | Marriott International Asia Pacific, Sentosa Development Corporation, Microsoft | 0.25 | Sony Ericsson Asia Pacific | (0.70) |
| 13 | 13 | Starcom MediaVest | Mars and Wrigley SEA, National Environment Agency | 0.74 | P&G SEA | (0.81) |

CREATIVE AGENCIES

Ogilvy continued to dominate Singapore table, through Philips Asia Pacific win. DDB was placed second, securing CapitaMalls and Accor Hotels. Publicis and BBDO made up the rest of the top four.

MEDIA AGENCIES

OMD maintained on top spot, followed by MPG. MediaCom won Revlon Asia Pacific, and made up the rest of the top four with ZenithOptimedia.

METHODOLOGY

The R3 New Business League has been compiled each of the last 111 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.