

## Creative New Business League(Singapore) –October 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>	Singapore Telecom, Cisco, Telstra	2.98	Abbott Reductil	3.06
<b>2</b>	<b>2</b>	<b>DDB</b>	Unilever Cornetto, DBS Bank, Eu Yan Sang	3.08		3.04
<b>3</b>	<b>3</b>	<b>Publicis</b>	Singapore Sports Council, Sanofi, P&G	1.93	Expedia	1.87
<b>4</b>	<b>4</b>	<b>BBDO</b>	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	1.48		1.43
<b>5</b>	<b>5</b>	<b>McCann WorldGroup</b>	OCBC, Holiday Inn, Harley Davidson	1.40	MDA	1.30
<b>6</b>	<b>7</b>	<b>Grey Group</b>	GSK Panadol Projects, Singpost Vpost Campaigns, AstraZeneca	0.88		0.88
<b>7</b>	<b>6</b>	<b>TBWA</b>	Novartis, 313 Somerset, Bank Mandiri	1.06	Mars Asia Pacific	0.84
<b>8</b>	<b>15</b>	<b>Y&amp;R</b>	Marina Bay Sands, Workforce Development Agency	1.69	Singapore Management University	0.64
<b>9</b>	<b>8</b>	<b>Dentsu</b>	Marina Bay Sand Media, MDA, Chelsea Football Club Southeast	0.64	The Promote Mandarin Council	0.54
<b>10</b>	<b>9</b>	<b>Lowe</b>	Perfetti Van Melle, Filinvest, Schaeffler, IKEA	0.50		0.50
<b>11</b>	<b>10</b>	<b>Euro RSCG</b>	Korvac EPINS, Bosch Brand Asia	0.53	Dulux	0.38
<b>12</b>	<b>11</b>	<b>Leo Burnett</b>	Orchard Turn Development,	0.32		0.32
<b>13</b>	<b>12</b>	<b>Crush</b>		0.27		0.27
<b>14</b>	<b>13=</b>	<b>Bates</b>	Walt Disney Studios Motion	0.22		0.22
<b>15</b>	<b>13=</b>	<b>M&amp;C Saatchi</b>	Holiday Inn	0.20		0.20
<b>16</b>	<b>16</b>	<b>JWT</b>	Soy Joy	0.23	Rimmel London	0.13
<b>17</b>	<b>17</b>	<b>Iris</b>	Sony SEA, Coca-Cola Activation	0.20	Tiger Beer	0.12
<b>18</b>	<b>18</b>	<b>Saatchi and</b>	Invida Asia Pacific, Lenovo Asia	0.17	Tiger Beer	0.09
<b>19</b>	<b>19</b>	<b>BBH</b>	Axe, SC Johnson Asia Pacific, Sol Asia Pacific	0.51		0.01
<b>20</b>	<b>20</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	<b>(1.50)</b>

## Media New Business League(Singapore) –October 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	Sentosa Development Corporation	1.87
2	2	MPG	DMG & Partners Securities, Juzz1	1.37	NTUC Membership	1.32
3	3	MediaCom	Coca-Cola, P&G SEA	1.16		1.16
4	4	ZenithOptimedia	Singapore University of Technology & Design, Infocomm Development Authority of Singapore, Science Centre	0.97	Marriott International Asia Pacific	0.83
5	5	Maxus	Nikon, SC Johnson Asia Pacific, Prada, Zespri	0.75	Infocomm Development Authority	0.70
6	6	PHD	NTUC Membership, Singapore Sports Council	0.51	Uniqlo	0.41
7	7	Carat	Changi Airport Group, Expedia	0.37	Prada	0.30
8	8	Universal McCann	Tupperware, Spring Singapore, Holiday Inn, Ecco	0.45	SC Johnson Asia Pacific	0.15
9	9=	Initiative	Clorox, Nuvanta	0.06	SC Johnson	0.05
10	9=	Vizeum		0.00		0.00
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	Wrigley SEA	(0.50)
13	13	Starcom MediaVest	Mars and Wrigley SEA, National Environment Agency	0.74	P&G SEA	(0.81)

### CREATIVE AGENCIES

Ogilvy continue to dominate the Singapore table, through the Singapore Telecom, Cisco and Telstra wins. DDB was a close second, securing Unilever Cornetto. Publicis and BBDO made up the rest of the top four.

### MEDIA AGENCIES

OMD maintained on top spot with Webjet.com.sg win, followed by MPG. MediaCom and ZenithOptimedia made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 110 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.