

Creative New Business League(Singapore) –September 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	TUV, IBM, Intel, Louis Vuitton	2.97	Abbott Reductil	3.05
2	2	DDB	Unilever Cornetto, DBS Bank, Eu Yan Sang	3.08		3.04
3	5	Publicis	Singapore Sports Council, Sanofi, P&G	1.93	Expedia	1.87
4	3	BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific,	1.48		1.43
5	4	McCann WorldGroup	OCBC, Holiday Inn, Harley Davidson	1.40	MDA	1.30
6	6	TBWA	Novartis, 313 Somerset, Bank Mandiri	1.06	Mars Asia Pacific	0.84
7	7	Grey Group	Canon Projects, GSK	0.73		0.73
8	9	Dentsu	Marina Bay Sand Media, MDA, Chelsea Football Club Southeast Asia	0.64	The Promote Mandarin Council	0.54
9	8	Lowe	Perfetti Van Melle, Filinvest, Schaeffler, IKEA	0.50		0.50
10	10	Euro RSCG	Korvac EPINS, Bosch Brand Asia Pacific, Saxo	0.53	Dulux	0.38
11	11	Leo Burnett	Orchard Turn Development,	0.32		0.32
12	12	Crush		0.27		0.27
13=	13=	M&C Saatchi	Holiday Inn	0.20		0.20
13=	13=	Bates	Walt Disney Studios Motion	0.20		0.20
15	15	Y&R	Marina Bay Sands, Workforce Development Agency	1.19	Singapore Management University	0.14
16	18	JWT	Soy Joy	0.23	Rimmel London	0.13
17	16	Iris	Sony SEA, Coca-Cola Activation	0.20	Tiger Beer	0.12
18	17	Saatchi and	Invida Asia Pacific, Lenovo Asia	0.17	Tiger Beer	0.09
19	19	BBH	SC Johnson Asia Pacific, Sol Asia Pacific	0.01		0.01
20	20	DraftFCB		0.00	SC Johnson Asia Pacific	(1.50)

Media New Business League(Singapore) –September 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	Sara Lee Asia Pacific, Sony Asia Pacific, Pan Pacific, Temasek	1.97		1.97
2	2	MPG	DMG & Partners Securities, Juzz1, Advance Frontiers COLLA-E	1.37		1.37
3	9	MediaCom	P&G SEA, Mission Foods	1.03		1.03
4	3	ZenithOptimedia	Singapore University of Technology & Design, Infocomm Development Authority of Singapore, Science Centre	0.87		0.83
5	4	Maxus	Nikon, SC Johnson Asia Pacific, Prada, Zespri	0.75	Infocomm Development Authority	0.70
6	5	PHD	SC Johnson Asia Pacific, Hotels.com Asia Pacific	0.43	Uniqlo	0.33
7	6	Carat	Changi Airport Group, Expedia	0.37	Prada	0.30
8	7	Universal McCann	Tupperware, Spring Singapore, Holiday Inn, Ecco	0.45	SC Johnson Asia Pacific	0.15
9=	10=	Initiative	Nuvanta	0.01	SC Johnson	0.00
9=	10=	Vizeum		0.00		0.00
11	12	Mindshare	Mapletree Commercial Trust, HarborFront Centre	0.02		(0.11)
12	13	MEC	De Agostini, FSG Mobility Concepts, Fox international	0.05	Wrigley SEA	(0.70)
13	8	Starcom MediaVest	Mars and Wrigley SEA, National Environment Agency	0.74	P&G SEA	(0.71)

CREATIVE AGENCIES

Ogilvy stayed on top spot on the back of TUV win. 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 on the back of strong Sara Lee Asia Pacific win. MPG won Juzz1 and stayed second. MediaCom was fastest mover this month with excellent P&G SEA win. ZenithOptimedia made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 109 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.