

Creative New Business League(Singapore) – Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	CADG, J&J Medical Devices and Diagnostics, Ministry of Manpower	4.6	Energizer	4.5
2	2	Y&R	Singapore Navy, Tiger Beer, MOM TAFEP	2.7	Workplace Safety and Health Council	2.6
3	3	Leo Burnett	MINDEF, United Overseas Bank, FrieslandCampina	1.5		1.5
4=	11	Grey Group	KFC, ESPN Star Sports, Workplace Safety and Health Council	1.3		1.3
4=	4	Ogilvy	CIMB, Singapore Traffic Police, Ricola	1.3		1.3
6	5	Iris	Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.0		1.0
7=	6=	Euro RSCG	AMD, Carlsberg	0.8		0.8
7=	6=	BBDO	JNJ Baby, Guinness	0.8		0.8
9=	8	Bates	Fuji Xerox, DHL Global Project, Asian Fashion Exchange	0.5		0.5
9=	9=	Crush	The Entertainment Group, IDA - Wireless@SG, Aimer Lingerie	0.5		0.5
9=	14=	TBWA	Energizer, Zespri Kiwi Fruit, Asia Square	0.5		0.5
12	9=	Publicis	Burger King	0.4		0.4
13	12=	Dentsu	Hitachi, The Ministry of Manpower in Singapore	0.2		0.2
14	14=	JWT	Cheung Kong	0.1		0.1
15=	16=	BBH		0.0		0.0
15=	16=	DraftFCB		0.0		0.0
15=	16=	M&C Saatchi		0.0		0.0
18	19	Lowe		0.0	JNJ Baby	(0.5)
19	12=	McCann WorldGroup	Intel, Motorola - Healthcare Vertical, Hawley & Hazel	0.2	KFC	(0.8)
20	20	Saatchi and Saatchi	The Media Development Authority of Singapore	0.1	Singapore Navy	(3.4)

Media New Business Scoreboard(Singapore) –Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	Singtel, Wrigley	1.3		1.3
2	2	ZenithOptimedia	NTUC Choice Home, Kim Eng Securities, Esplanade, Aviva	0.8		0.8
3	3	MediaCom	Singapore Merchantile Exchange, Carrefour, Centre of Enabled Living	0.7		0.7
4=	4=	MPG	NTUC Club, Mount Faber, Avenza, NTUC Healthcare	0.6		0.6
4=	3=	Starcom MediaVest	Singapore Navy, Marina Bay	0.6		0.6
6	6=	OMD	AXA, IKEA, Carlsberg	0.7	Old Town Coffee	0.4
7	6=	Carat	Bank of Singapore	0.4		0.3
8=	8=	Mindshare	Performance Premium Selection Limited, Bayer	0.3	Mount Faber Leisure Group	0.1
8=	8=	Maxus	ANZ, Resorts World, NTUC Income	0.2		0.1
10=	10=	Initiative	Sarasin	0.0		0.0
10=	10=	Vizeum		0.0		0.0
10=	12	Universal McCann	Ministry of Home Affairs, AIA Asia Pacific	0.1		0.0
13	13	PHD		0.0	NTUC Income	(0.2)

CREATIVE AGENCIES

DDB maintained the top position despite the loss of Energizer, followed by Y&R and Leo Burnett. Fastest mover this month is Grey, who secured KFC business and shared the fourth place with Ogilvy

MEDIA AGENCIES

MEC maintained the top position on the back Singtel win early this month. Zenithoptimedia, snapped NTUC Choice Home, and Mediacom also maintained their second and third positions. MPG and Starcom shared the fourth place

METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.

