

## Creative New Business League(Singapore) – July 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>	J&J Medical Devices and Diagnostics, Ministry of Manpower	4.0		4.0
<b>2</b>	<b>2</b>	<b>Y&amp;R</b>	Singapore Navy, Tiger Beer, MOM TAFEP	2.7	Workplace Safety and Health Council	2.6
<b>3</b>	<b>3</b>	<b>Leo Burnett</b>	MINDEF, United Overseas Bank, FrieslandCampina	1.5		1.5
<b>4</b>	<b>5</b>	<b>Ogilvy</b>	Singapore Traffic Police, Ricola, Health Promotion Board	1.2		1.2
<b>5</b>	<b>4</b>	<b>Iris</b>	Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.0		1.0
<b>6=</b>	<b>6</b>	<b>Euro RSCG</b>	Carlsberg	0.6		0.6
<b>6=</b>	<b>9=</b>	<b>BBDO</b>	JNJ Baby, Guinness	0.6		0.6
<b>8</b>	<b>7</b>	<b>Bates</b>	Fuji Xerox, DHL Global Project, Asian Fashion Exchange	0.5		0.5
<b>9=</b>	<b>8</b>	<b>Crush</b>	The Entertainment Group, IDA - Wireless@SG, Aimer Lingerie	0.4		0.4
<b>9=</b>	<b>15=</b>	<b>Publicis</b>	Burger King	0.4		0.4
<b>11=</b>	<b>9=</b>	<b>Grey Group</b>	ESPN Star Sports, Workplace Safety and Health Council	0.3		0.3
<b>12=</b>	<b>11=</b>	<b>McCann WorldGroup</b>	Intel, Motorola - Healthcare Vertical, Hawley & Hazel	0.2		0.2
<b>12=</b>	<b>11=</b>	<b>Dentsu</b>	Hitachi, The Ministry of Manpower in Singapore	0.2		0.2
<b>14=</b>	<b>13=</b>	<b>TBWA</b>	Zespri Kiwi Fruit, Asia Square	0.1		0.1
<b>14=</b>	<b>13=</b>	<b>JWT</b>	Cheung Kong	0.1		0.1
<b>16=</b>	<b>15=</b>	<b>BBH</b>		0.0		0.0
<b>16=</b>	<b>13=</b>	<b>DraftFCB</b>		0.0		0.0
<b>16=</b>	<b>15=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>19</b>	<b>15=</b>	<b>Lowe</b>		0.0		(03)
<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 Scoreboard(Singapore) –July 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	Kim Eng Securities, Esplanade, Singapore Arts Festival 2010	0.8		0.8
3	3=	MediaCom	Singapore Merchantile Exchange, Carrefour, Centre of Enabled Living	0.7	Old Town Coffee	0.7
4=	3=	Starcom MediaVest	Singapore Navy, Marina Bay	0.6		0.6
4=	7	MPG	NTUC Club, Mount Faber, Avenza, NTUC Healthcare	0.6		0.6
6=	5=	OMD	AXA, IKEA, Carlsberg	0.7	Old Town Coffee	0.4
6=	5=	Carat	Bank of Singapore	0.4		0.4
8=	8=	Mindshare	Performance Premium Selection Limited, Bayer	0.3	Mount Faber Leisure Group	0.1
8=	8=	Maxus	Resorts World, NTUC Income, Institute of Management	0.2		0.1
10=	10=	Initiative	Sarasin	0.0		0.0
10=	10=	Vizeum		0.0		0.0
12	12=	Universal McCann	AIA Asia Pacific	0.0		(0.1)
13	12=	PHD		0.0	NTUC Income	(0.2)
<b>CREATIVE AGENCIES</b>						
DDB maintained the top position securing J&J Medical Devices and Diagnostics business. Y&R also maintained the second position with Singapore Navy win. Leo Burnett and Ogilvy made up the top four						
<b>MEDIA AGENCIES</b>						
MEC and ZenithOptimedia maintained their top positions on the back of previous wins. Mediacom secured Singapore Merchantile Exchange and moved ahead of Starcom, who snapped Singapore Navy						
<b>METHODOLOGY</b>						
The R3 New Business League has been compiled each of the last 95 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 <a href="mailto:greg@rthree.com">greg@rthree.com</a> or visit <a href="http://www.rthree.com">www.rthree.com</a> 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.						
						