

Creative New Business League(Singapore) – June 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	Ministry of Manpower, URA Marina Bay Series, ION Orchard	2.5		2.5
2	9=	Y&R	Tiger Beer, MOM TAFEP	2.3	Workplace Safety and Health Council	2.2
3	2	Leo Burnett	MINDEF, United Overseas Bank, FrieslandCampina	1.5		1.5
4	9=	Iris	Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.0		1.0
5	3	Ogilvy	Syngenta, Soy Joy, Whittington Insurance	0.9		0.9
6	5=	Euro RSCG	Carlsberg	0.6		0.6
7	5=	Bates	Fuji Xerox, DHL Global Project, Asian Fashion Exchange	0.5		0.5
8	4	Crush	The Entertainment Group, IDA - Wireless@SG, Aimer Lingerie	0.4		0.4
9=	5=	BBDO	Guinness	0.3		0.3
9=	5=	Grey Group	ESPN Star Sports, Workplace Safety and Health Council	0.3		0.3
11=	9=	McCann WorldGroup	Intel, Motorola - Healthcare Vertical, Hawley & Hazel	0.1		0.1
11=	9=	Dentsu	Hitachi, The Ministry of Manpower in Singapore	0.2		0.2
13=	13=	TBWA	Zespri Kiwi Fruit, Asia Square	0.1		0.1
13=	13=	JWT	Cheung Kong	0.1		0.1
15=	15=	BBH		0.0		0.0
15=	13=	DraftFCB		0.0		0.0
15=	15=	M&C Saatchi		0.0		0.0
15=	15=	Publicis		0.0		0.0
15=	15=	Lowe		0.0		0.0
20	20	Saatchi and Saatchi	The Media Development Authority of Singapore	0.1	Tiger Beer	(3.0)

Media New Business Scoreboard(Singapore) –June 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	ZenithOpti media	Kim Eng Securities, Esplanade, Aviva	0.8		0.8
3=	3=	Starcom MediaVest	Marina Bay	0.5		0.5
3=	3=	MediaCom	Carrefour, Centre of Enabled Living	0.5	Old Town Coffee	0.5
5=	3=	OMD	AXA, IKEA, Carlsberg	0.7	Esplanade	0.4
5=	6	Carat	Bank of Singapore	0.4		0.4
7	7	MPG	Mount Faber, Avenza, NTUC Healthcare	0.5		0.2
8=	8=	Mindshare	Performance Premium Selection Limited, Bayer	0.3	Mount Faber Leisure Group	0.1
8=	9=	Maxus	Resorts World, NTUC Income, Institute of Management	0.2		0.1
10=	9=	Initiative	Sarasin	0.0		0.0
10=	9=	Vizeum		0.0		0.0
12=	12=	Universal McCann	AIA Asia Pacific	0.0		(0.1)
12=	12=	PHD		0.0	NTUC Income	(0.1)

CREATIVE AGENCIES

DDB maintained the top position on the back of previous wins. Y&R jumped to the second spot securing Tiger Beer business. Iris also snapped Diageo and Sony Ericsson digital businesses and made up the top four with Leo Burnett

MEDIA AGENCIES

Only a few wins reported this month, and top four agencies ranks stayed the same.

METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.

