

## Creative New Business League(Singapore) –Oct 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>	Ciba Vision, Galderma, Workforce Development Agency, CADG	4.9	Energizer	4.8
<b>2</b>	<b>2</b>	<b>Y&amp;R</b>	Resorts World Sentosa, Singapore Navy, Tiger Beer, MOM TAFEP	3.5	Workplace Safety and Health Council	3.4
<b>3</b>	<b>3</b>	<b>Ogilvy</b>	CIMB, Singapore Traffic Police, Ricola	1.9	Panadol	1.8
<b>4</b>	<b>4</b>	<b>Leo Burnett</b>	MINDEF, United Overseas Bank, FrieslandCampina	1.5		1.5
<b>5</b>	<b>5</b>	<b>Grey Group</b>	Panadol, KFC, ESPN Star Sports	1.4		1.4
<b>6</b>	<b>6</b>	<b>Iris</b>	Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.0		1.0
<b>7=</b>	<b>12</b>	<b>Publicis</b>	Pay Pal, Frasers Centrepoint, Burger King	0.8		0.8
<b>7=</b>	<b>7=</b>	<b>BBDO</b>	AsiaRooms.com, JNJ Baby, Guinness	0.8		0.8
<b>7=</b>	<b>7=</b>	<b>Euro RSCG</b>	AMD, Carlsberg	0.8		0.8
<b>10=</b>	<b>9=</b>	<b>Crush</b>	The Entertainment Group, IDA - Wireless@SG, Aimer Lingerie	0.5		0.5
<b>10=</b>	<b>9=</b>	<b>Bates</b>	Fuji Xerox, DHL Global Project, Asian Fashion Exchange	0.5		0.5
<b>12</b>	<b>15=</b>	<b>BBH</b>	Coke Project	0.3		0.3
<b>13</b>	<b>13</b>	<b>Dentsu</b>	Hitachi, The Ministry of Manpower in Singapore	0.2		0.2
<b>14</b>	<b>14</b>	<b>JWT</b>	Cheung Kong	0.1		0.1
<b>15=</b>	<b>15=</b>	<b>DraftFCB</b>		0.0		0.0
<b>15=</b>	<b>15=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>17</b>	<b>9=</b>	<b>TBWA</b>	Energizer, Zespri Kiwi Fruit, Asia Square	0.5	Resorts World Sentosa	(0.3)
<b>18</b>	<b>18</b>	<b>Lowe</b>		0.0	JNJ Baby	(0.5)
<b>19</b>	<b>19</b>	<b>McCann WorldGroup</b>	Intel, Motorola - Healthcare Vertical, Hawley & Hazel	0.3	KFC	(0.7)
<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) – Oct 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1=</b>	<b>ZenithOptimedia</b>	M1, Asia Pacific Breweries, NTUC Choice Home, Kim Eng Securities	1.8		1.8
<b>2</b>	<b>1=</b>	<b>MEC</b>	Informatics Education, Singtel, Wrigley	1.3		1.3
<b>3</b>	<b>4=</b>	<b>MPG</b>	Resorts World, NTUC Club, Mount Faber, Avenza, NTUC Healthcare	1.1		1.1
<b>4</b>	<b>4=</b>	<b>Starcom MediaVest</b>	Marina Bay Sands, Singapore Navy, Singapore Institute of Technology	1.0		1.0
<b>5</b>	<b>3</b>	<b>MediaCom</b>	Parkway Hospitals Singapore, Singapore Merchantile Exchange, Carrefour	0.7		0.7
<b>6</b>	<b>7</b>	<b>Carat</b>	Bank of Singapore	0.4		0.3
<b>7</b>	<b>8</b>	<b>Maxus</b>	Lion Corporation, ANZ, Resorts World	0.3	Burberry Asia Pacific	0.2
<b>8</b>	<b>6</b>	<b>OMD</b>	Carlton Hotel, AXA, IKEA, Carlsberg	0.8	M1	0.0
<b>9</b>	<b>9=</b>	<b>Initiative</b>	Sarasin	0.0		0.0
<b>10</b>	<b>9=</b>	<b>Vizeum</b>		0.0		0.0
<b>11</b>	<b>11</b>	<b>Universal McCann</b>	Ministry of Home Affairs, AIA Asia Pacific	0.1		(0.0)
<b>12</b>	<b>13</b>	<b>Mindshare</b>	Kraft / Cadbury, Performance Premium Selection, Bayer	0.5	Marina Bay Sands	(0.5)
<b>13</b>	<b>12</b>	<b>PHD</b>		0.0	Resorts World	(0.7)

### CREATIVE AGENCIES

DDB stayed in top position, grabbing Ciba Vision, followed by Y&R, securing Resorts World Sentosa. Making up the top four was Ogilvy and Leo Burnett.

### MEDIA AGENCIES

ZenithOptimedia kept leading the way through M1 win. MEC was placed second, securing Informatics Education. MPG's Resorts project helped it move up to third position. Starcom made up the top four with a rank of wins, including Marina Bay Sands and Singapore Navy.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 98 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.