

Creative New Business League(Singapore) – Sep 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	Workforce Development Agency, CADG, J&J Medical Devices and Diagnostics	4.8	Energizer	4.7
2	2	Y&R	Singapore Navy, Tiger Beer, MOM TAFEP	2.7	Workplace Safety and Health Council	2.6
3	4=	Ogilvy	CIMB, Singapore Traffic Police, Ricola	1.9		1.9
4	3	Leo Burnett	MINDEF, United Overseas Bank, FrieslandCampina	1.5		1.5
5	4=	Grey Group	KFC, ESPN Star Sports, Workplace Safety and Health Council	1.3		1.3
6	6	Iris	Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.0		1.0
7=	7=	Euro RSCG	AMD, Carlsberg	0.8		0.8
7=	7=	BBDO	JNJ Baby, Guinness	0.8		0.8
9=	9=	Crush	The Entertainment Group, IDA - Wireless@SG, Aimer Lingerie	0.5		0.5
9=	9=	TBWA	Energizer, Zespri Kiwi Fruit, Asia Square	0.5		0.5
9=	9=	Bates	Fuji Xerox, DHL Global Project, Asian Fashion Exchange	0.5		0.5
12	12	Publicis	Burger King	0.4		0.4
13	13	Dentsu	Hitachi, The Ministry of Manpower in Singapore	0.2		0.2
14	14	JWT	Cheung Kong	0.1		0.1
15=	15=	BBH		0.0		0.0
15=	15=	DraftFCB		0.0		0.0
15=	15=	M&C Saatchi		0.0		0.0
18	18	Lowe		0.0	JNJ Baby	(0.5)
19	19	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=	2	ZenithOptimedia	Asia Pacific Breweries, NTUC Choice Home, Kim Eng Securities, Esplanade	1.3		1.3
1=	1	MEC	Singtel, Wrigley	1.3		1.3
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=	4=	Starcom MediaVest	Singapore Navy, Marina Bay	0.6		0.6
6	6	OMD	Carlton Hotel, AXA, IKEA, Carlsberg	0.8	Old Town Coffee	0.5
7	7	Carat	Bank of Singapore	0.4		0.3
8	8=	Maxus	ANZ, Resorts World, NTUC Income	0.2	Burberry Asia Pacific	0.1
9=	10=	Initiative	Sarasin	0.0		0.0
9=	10=	Vizeum		0.0		0.0
11	10=	Universal McCann	Ministry of Home Affairs, AIA Asia Pacific	0.1		(0.0)
12	13	PHD		0.0	NTUC Income	(0.2)
13	8=	Mindshare	Performance Premium Selection Limited, Bayer	0.3	APB	(0.4)

CREATIVE AGENCIES

DDB maintained the top position securing Workforce Development Agency, followed by Y&R. Ogilvy moved to the third place. Leo Burnett stepped down to the fourth.

MEDIA AGENCIES

ZenithOptimedia was selected for Asia Pacific Breweries and shared the first position with MEC. Mediacom maintained third position. 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.

