

Creative New Business League(Singapore) –May 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Changi General Hospital, Courts, AMD	4.54	Philips Asia Pacific	4.14
2	2	Ogilvy	Reckitt Benckiser, Invida Project, Mundipharma Project	2.62		2.62
3	3	Grey Group	WSH, Asia Pacific Breweries Digital Project, Certainty Digital	1.35		1.35
4	4	McCann WorldGroup	Hewlett Packard	1.19		1.19
5	7	Y&R	Institute for Adult Learning	1.08		1.08
6	5	Publicis	Singapore Sports Council, Koh Brothers Development Project,	1.07		1.07
7	6	BBH	Huawei	1.00		1.00
8	9	TBWA	Oracle Project, Pernod Ricard Project, Dom Perignon Project	0.77		0.77
9	13=	Leo Burnett	IKEA	0.50		0.50
10	8	Iris	3M, SingTel, Costa Coffee	0.25		0.25
11	10	JWT	Pizza Hut	0.15		0.15
12	13=	Saatchi and	Bintan Resorts International	0.05		0.05
13	12	Euro RSCG	Merck Sharp & Dohme	0.04		0.04
14=	13=	Dentsu		0.00		0.00
14=	13=	Crush		0.00		0.00
14=	13=	Bates		0.00		0.00
14=	13=	M&C Saatchi		0.00		0.00
14=	13=	DraftFCB		0.00		0.00
19	11	Lowe	MCYS Fostering Care, Ministry of Community	0.17	IKEA	(0.33)
20	20	BBDO	TomTom Project, Paragon, Food Republic	0.04	SCA Hygiene	(0.73)

Media New Business League(Singapore) –May 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MPG	Far East Organisation, Crown Jewels, Qnet	1.22		1.22
2	2	PHD	Singapore Kindness Movement, Esplanade, Bridge Alliance Project	1.13		1.13
3	9=	Mindshare	StarHub, UOL Limited, Allswell Trading	0.90	NETS	0.86
4	3	Initiative	MCYS Project, NETS, DirectAsia.com	0.28		0.28
5	4=	OMD	Thomson Medical, H&M, MICA	0.26		0.26
6	7	Starcom MediaVest	E*Trade, Singapore Polytechnic	0.29		0.19
7	8	MEC	MSIG, Accenture Recruitment	0.16		0.16
8	4=	Maxus	Workplace Safety and Health Council, Sacoor Brothers, Matrix Singapore	0.13		0.13
9	12	Dentsu Media	Ministry of Agriculture, Forestry and Fisheries of Japan	0.10	Matrix Singapore	0.07
10	6	Universal McCann	FIC, Suntec, SingPost Project	0.15	H&M	0.05
11	11	Vizeum		0.00		0.00
12	9=	MediaCom	RBS	0.05		(0.10)
13	13	ZenithOptimedia	Save Our Planet Investments	0.03	Esplanade	(0.16)
14	14	Carat		0.00	Workplace Safety and Health Council	(0.26)

METHODOLOGY

The R3 New Business League has been compiled each of the last 117 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.

