

Creative New Business League(AP) – DEC 2008

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	Ogilvy	Heroes Aids Projec India, Yahoo-Shopping CenterTaiwan, ICICI Bank India, Star Daiichi Insurance India	42.8	Future Group India	34.6
2	1	DDB	Alaska Milk Philippines, Pepsi Digital China, Compass Visa Hong Kong, Incredible India, Singapore Institute of Management	36.9	Carlsberg Malaysia	33.8
3	3	McCann WorldGroup	Lotto China, Cadbury Adams Malaysia, Pfizer Singapore, Tourism Authority of Thailand, Hero Honda Motors India	38.3	Tiffany China Hanes India	32.0
4	4	Euro RSCG	China Telecom, Bharat Sanchar Nigam India, Genting Resorts World	26.0	Marvelon China	25.0
5	5	TBWA	Baygon Indonesia, InBev China, CJ Entertainment Korea, Tencent China	25.2	Del Monte Fit 'N Right Philippines	18.7
6	7	Y&R	HDFC Home Loans India, Kagome Japan, Foremost Thailand, Telekom International Malaysia	27.0	FTK Technologies India, Falcon Insurance Thailand	18.2
7	6	Bates	Apollo Hospital India, S&W Singapore, Merck Indonesia, Xian Janssen Motilium, Mylanta China	18.0	7 Eleven Singapore	17.8
8	8	Grey Group	Makati Medical Center Philippines, Wockhart Hospital India, Starwood Hotels Japan	19.3	My FM India	16.0
9=	9	BBDO	MSN Taiwan, Real Global India, Tiffany China, Yellow Pages Australia, Sampoerna Indonesia	26.3	VISA Asia Pacific	15.6
9=	10	Lowe	Knorr Asia Pacific, HT Media Group India, NU Green Tea Indonesia, Royal Orchid India	18.8	ICICI Bank India	15.6
11	11	JWT	Kanebo China, Anchor Electricals India, Thai Airways Thailand	22.2	Knorr (Asia Pacific)	14.3
12	12	Publicis	Singapore Arts Festival Singapore, Axa NZ, Western Union HK	14.4	Cadbury Adams Malaysia	10.7
13	14	BBH	Minute Maid China, NTUC Income Singapore, LTA Singapore,	5.3		5.3
14	15	Saatchi and Saatchi	Sentosa Leisure Group Singapore, Shyam Telelink India, Spring Singapore	6.2	Maybank Singapore	4.5
15	13	Leo Burnett Saatchi	Mitsubishi Taiwan, The Express Group India, Camella Homes Philippines, Mondial Singapore	10.4	Minute Maid China	4.2
16	16	Draft FCB	Ricola HK, China	3.2	Kraft Australia (part)	2.0
17	17	M&C Saatchi	Abbott China, Turner India, TM International Global	12.2	MediBank Australia	1.5
18	18	Wieden & Kennedy	A1 GP India	0.3		0.3

Media New Business Scoreboard(AP) – DEC 2008

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Carat	Pernod Ricard (digital) Hong Kong, Cadbury Malaysia, Swiss Re Hong Kong	29.2	Sara lee Australia	25.2
2	2	OMD	Computer Market Australia, MarketLink Philippines, Silver Fern Farms NZ, Save The Children Hong Kong	25.7	Courts Malaysia	21.9
3	3	Mindshare	Courts Malaysia, 21st Summer Deaflympics Taiwan, MSD Pharmaceuticals India,	25.6	PCCW Hong Kong	21.0
4	4	Zenith Optimedia	MCYS Singapore, Circulan Philippines, Mitsubishi Electric India, AGL Australia	21.4	CIMB Malaysia	15.7
5	5	MediaCom	COFCO Lohas China, DLF Retail India, Supor China	19.5	Westfield Australia	13.9
6	6	MEC	Singapore Management University, D&G Hong Kong, Baby Boss Taiwan, SkyCity Casino Australia, Zee Tamil India	11.8	Swiss Re Hong Kong	11.5
7	7	Initiative	Hyundai NZ, Maybank Singapore, Madman Entertainment Australia	8.6	Transitions Opticals Singapore	7.6
8	8	PHD	New Balance Australia, Intl. Pharmaceutical Philippines, Tiffany China	6.9	Star Cruises Malaysia, Singapore	6.5
9	9	Starcom MediaVest	Red Bull Singapore, Far East Singapore, Gillette Tactical Planning Great China, Oral B Tactical Planning China	10.3	Bayer China	3.4
10	10	Vizeum	CIMB Malaysia, Ministry of Works Malaysia, Tourism Malaysia Taiwan	1.5	OCBC Malaysia	1.3
11	11	Universal McCann	Dutch Lady Malaysia, Boehringer Ingelheim Philippines, Spring Singapore, ING India	5.1	Tiffany China	(0.5)
12	12	MPG	Dove Philippines, Swarovski (Asia Pacific), Lacoste China, Goodyear Indonesia	5.3	Dell Asia	(2.2)

CREATIVE AGENCIES

Ogilvy finished the year on top of the R3 New Business League for the second time in three years. The agency picked up over 200 new wins across the system, including Dabur and ICICI in India and Kraft in Australia, amongst others. DDB finished a close second, having bagged the Australia Tourism business globally along with Coles Australia. McCann Erickson and EuroRSCG made up the top four.

MEDIA AGENCIES

Carat topped out the year end media agency ranking for the first time in history – with massive wins from Kraft, Amway and Beiersdorf in China, along with Muthoot India and Australia Tourism. OMD landed both Intel and VISA globally this year and finished second in the rankings. Regional giants Mindshare and Zenith Optimedia made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 75 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.