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### Creative and Media Account Moves in China in December 2008

Euro RSCG, Carat won significant new business, According to R3

by [Normandy Madden](#)

Published: [February 11, 2009](#)



R3's Greg Paull in Beijing

BEIJING (AdAgeChina.com) - Euro RSCG retained its hold on new business wins in China in December 2008, according to R3, a brand consultancy based in Beijing.

The Havas-owned agency picked up business from local companies such as China Telecom, Bank of East Asia and Great Wall Wine.

Publicis Worldwide and Bates Asia also picked up significant new creative accounts that month.

Carat topped the new business league for the year with major wins from local mobile and fast moving consumer goods companies in 2008. WPP agencies MediaCom and Mindshare filled out the other two places in the top three.

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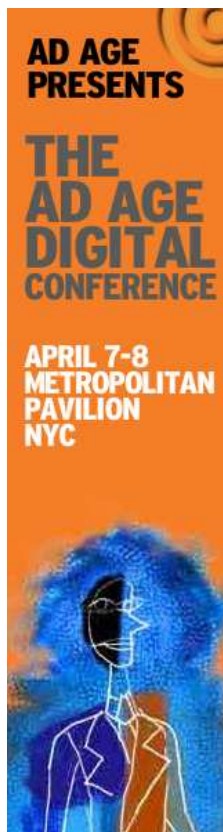
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Creative New Business League(China) - Dec 2008						
RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB Yn)	Recent Losses	Overall YTD Revenue (RMB Yn)
1	1	Euro RSCG	China Telecom, Bank of East Asia, Great Wall Wine, Sisek Shampoo, AMD	57.2	Marvelon	57.0
2	2	Publicis	3M, Nestle, New World, Changlin Autos, Kirin	54.7	HP IPG Global	50.5
3	3	Bates	Xian Jiansen Mottlum, Mylanta, Sony (Asia Pacific), AIA	38.5		38.5
4	4	Ogilvy	Fujian Dairies, MG AUTO, Durex, Comfort	54.7	Kirin, Kimberly-Clark Kotex	36.5
5	6	TOWA	Inbev China, Tencent, Doritos, 42 Below, Marvelon	41.2	Chivas (Asia Pacific)	34.7
6	6	DOB	Peppi Digital, Brand China, Australia Tourism (Global), Kimberly-Clark Kotex, Deutsche Bank	33.3	Porsche	31.2
7	7	McCann	Letta, Bank of China Wealth Management, Red Bull Energy Drink (project), Almate Electronics, Russian Standard	39.2	Tiffany	24.2
8	8	Seatchi and Seatchi	Mengniu White milk, Vatti, Mengniu Ice Creams, Suntory	21.3	Ping An Bank	16.4
9	9	Grey Group	Mercedes (Benz - Smart & MB Community), Skoda, Cays - Bu Shen An Shen, Double A	14.4		14.4
10	15	JWT	Karibo, President Food/Milk Tea, Yili Low Lactose Milk, CDFCO	17.2	Haiyuan, Knorr (Asia Pacific)	13.7
11	10	DeafCB	Ricota (PR & China), Waming Holding, Home Olympics, Lee Kum Kee digital	12.7		12.7
12	11	Low	Knorr(Asia Pacific), China Mobile BTL, Disney English Learning	13.0	Thai Airways (Global part)	12.6
13	16	BBH	Minute Maid, Lux BTL, Fila, Chupe Chupe (Asia Pacific)	12.3		12.3
14	12	BBDO	Tiffany, Montblanc BTL, Gianni Versace BTL, Shanghai Cross Ocean Everlast Property, Mercedes Benz	21.2	Via (Asia Pacific)	10.0
15	13	Y&R	Lily - ChaoWei Skeeter Killer, West Tower, IQ Air, KangShen Furniture	24.2	Grupo Simbo	9.8
16	4	Leo Burnett	Asking, Horguo International, Sony Ericsson, Double A Paper, Zhejiang Mobile	15.8	Minute Maid	3.2
17	18	M&C Seatchi	Abbott, TM International (Global), Livi President, Oman Tourism	8.8	Australia Tourism (Global)	1.8
18	17	Wieden & Kennedy		0.0		0.0

Creative Dec. 2008  
Photo Credit: R3

Media New Business Scoreboard(China) - Dec 2008						
RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB Yn)	Recent Losses	Overall YTD Revenue (RMB Yn)
1	1	Carat	Foshan Mobile, Dong Nan Mobile - Mitsubishi, Tourism Australia (Global)	76.4	Nokia OOH (part)	51.9
2	3	MediaCom	CDFCO Lohas, Supor, Abbott Guceera, P&G Planning, Akzo Nobel	49.9	Gillette Planning, Oral B Planning, Max Factor Planning	42.4
2	2	Mindshare	Fujian Dairies, Sara Lee (Asia Pacific), Meji, Air China	56.0	Kraft, Ford	40.7
4	4	OMD	PGI, Elitast, Zhaopin.com, Intel (Asia Pacific)	40.2	InBev China	29.0
5	5	Zentix Optimedia	Mentholatum, Changyan Suzuki, Ping An Insurance, Omega, Taobao WebSite	61.1	Dongfeng/Pingcot, Zhujiang Brewery	26.5
6	6	PHD	Tiffany, Bright Dairy, Estee Lauder	21.0		21.0
7	7	Starcorn MediaWest	Gillette Planning, Oral B Planning, Max Factor Planning, Fuzhou Vanke, China Mobile	36.9	Bayer, Sara Lee (Asia Pacific)	18.5
8	8	MEC	Calvin Klein, Monster.com, Turnt, Lane Crawford	10.3		10.3
9	9	Initiative	Halter, Nissan, Austria Airlines, Royal Caribbean, Gulf Airways, MoneyGram	9.0	HKTG Global	7.2
10	10	Vision		2.2		2.2
11	11	Universal McCann	BASF (Asia Pacific), Nokia OOH, Ping An Insurance, Harley Davidson	6.1	Tiffany	0.2
12	12	MPG	Lacoste, Kookye, Mei Yang Fan, PSA, Decathlon	10.2	Dell Asia Pacific	3.0

**CREATIVE AGENCIES**  
With consistent wins from China Telecom, AMD, Sisek and other local companies, EuroRSCG finished top of the R3 New Business League for China for 2008, closely followed by Publicis and Bates. The agency led the way through a combination of integrated wins along with below the line wins.

**MEDIA AGENCIES**  
For the first time, Carat China topped the new business league for the year - with major wins including local mobile companies as well as foreign successes. WPP agencies MediaCom and Mindshare filled out the other two places in the top three.

**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 ADEL, 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 [enr@r3.com](mailto:enr@r3.com) or visit [www.r3.com](http://www.r3.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.

**R3: 胜三**

Media Dec. 2008  
Photo Credit: R3

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