

Creative New Business League(AP) – APRIL 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	Ogilvy	Shangri-la Global, Unilever Korea, Dabur India, IHG Singapore, Intralot Australia	19.6	Amway China	12.5
2	1	DDB	Jeanswest Australia, Shanghai Volkswagen - Lavida China, HIRA Korea, Nikon Japan, CAAS-Changji Airport Digital Singapore	11.9	RmKV India	11.2
3	6	BBH	STB Global, Surf (Asia Pacific), Sprite (Asia Pacific), Marico India, Rediff India	11.1		11.1
4	3	Y&R	Member's Equity Australia, Oishi: Amino OK Thailand, Zhigao China, Kaspersky Lab Australia, Disposable Soft Goods Malaysia	9.1	Intralot Australia	7.1
5	4	McCann WorldGroup	2010 Singapore Youth Olympic, Allergan (Asia Pacific) , AAPT Australia, Siemens Nuclear Singapore, ICBC Leasing China	7.2	Mediker India	6.8
6	5	Euro RSCG	Jacob's Creek Global, Geojit India, Kalbe Farma Indonesia, Nirmal Lifestyle India	6.1	Volvo India	5.3
7	11	BBDO	BUPA Australia, Loro Piano China, Accalmar Edible Oils India, Banyu Pharmaceutical Japan, Accor Hospitality Group India	3.3	Philam Plans Philippines	3.1
8	9=	Grey Group	Augere Bangladesh, Greenlam Singapore	2.9	Cholayil	2.7
9	17	Saatchi and Saatchi	Amway China, Maxima India, Siemens China, Mandarin Gallery Singapore, Ricoh Singapore	3.8	Prudential Singapore	2.6
10	8	Leo Burnett	Supor China, Yomeishu Malaysia, Zendai China, MCYS Singapore	3.5	Siemens China	2.5
11=	12	JWT	ITC Australia, Federal Government Australia, Nike India, Uni President Iced Tea China	2.8		2.0
11=	15	Bates	Li Ning Global, Bank of Communications China, NCPG Singapore	2.0	Marico Parachute Soap India	2.0
13	13	DraftFCB	Bank of China, MingAn China, Ballentine's Taiwan, Osram China	1.3		1.3
14	7	TBWA	VISA Australia, Paris Croissant Korea, Style Spa Furniture India, Opera House Digital Australia	5.5	Shangri-la Global, Resorts World Global, Geojit India	1.1
15	14	M&C Saatchi	Freedom Furniture Australia	0.8		0.8
16	16	Wieden & Kennedy		0.0		0.0
17	18	Publicis	Growee Philippines	0.3	Marico India	(0.7)
18	9=	Lowe	Aussie Australia, Volvo India, TGBL India, Bimbo China, BCCL India	2.5	Surf (Asia Pacific)	(3.0)

Media New Business Scoreboard(AP) –APRIL 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Mobilink Pakistan, Emirates - digital HK, Heineken Taiwan, Tourism Australia - SEM Australia	10.4	Valvoline Australia	9.9
2	2	PHD	Asana Media HK, 2010 Philippines, Betagen Thailand, Ferrero Rocher New Zealand	8.2	HPB Singapore	7.3
3	4	Mindshare	IHG (Asia Pacific), S&W (Asia Pacific), Stovekraft India, Starhub Singapore, VimpelCom Cambodia	8.9	Sony Computer Entertainment (Asia Pacific)	7.0
4	3	Universal McCann	AAPT Australia, Duralite Philippines, Mega Sardines Philippines	6.8	Octopus HK	6.6
5	5	MEC	STB Global, National Congress Party India, Octopus HK, Acme Fitness India	6.0	Ferrero Rocher New Zealand	5.8
6	7	ZenithOptimedia	Mars China, Wearnes Automotive Singapore, Korea Tourism (Asia Pacific), Videocon DTH India	13.9	Starhub Singapore, Heineken Taiwan	4.7
7	8	OMD	BUPA Australia, Splash Philippines, Ek-Chai Distribution System Thailand, Ancol Indonesia	4.3	Triumph Singapore	2.6
8	6	MPG	DBS Hong Kong, DBS Taiwan, Voyages Australia, Jockey India, Country Choice Indonesia	2.7	Panasonic Indonesia	2.5
9	9	MediaCom	Shanghai VW Digital China, Sino Cell Technologies Taiwan, SPR Group India, NCPG Singapore	2.2	Mars China	0.7
10	10	Maxus	Haier China, THP Vietnam, Rediff.com India, ZTE China, Renhe Pharmaceutical China	2.6	Perfetti China, BJ Unicom (3G) China	0.6
11	11	Vizeum	Mango China, Kungfu China, Stabilo Malaysia	0.0	Yili China	(0.8)
12	12	Initiative	Stock Exchange Thailand, Pfizer China, Bimbo China, Intel China	1.2	Haier China	(1.7)
13	13	Starcom MediaVest	Sportsbet Australia, Heart Foundation Australia, Valvoline Australia, Glamsmile Australia	0.8	AAPT Australia	(2.8)

CREATIVE AGENCIES

Ogilvy returns to the top of the league, securing the global Shangri-la business, Unilever Korea media and other local wins across all disciplines. Last month's leader, DDB retains second position. Fastest mover is independent agency BBH to third, with the global Singapore Tourism Board and Unilever Surf business won this month.

MEDIA AGENCIES

Carat retains top position after some big wins in China and some important digital successes. HP winner PhD retains second place, with Mindshare moving up to third on the back of the global Intercontinental Hotel Group win and Starhub Singapore.

METHODOLOGY

The R3 New Business League has been compiled each of the last 80 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.