

Creative New Business League(China) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Ogilvy	COFCO Peanut, Magic Holdings, Hisense, Genpact	33.2		33.2
2	3	Saatchi and Saatchi	Carlsberg, Chrysler, Pacific Brands	22.6	Tsingtao Beer	18.5
3	2	M&C Saatchi	AIA Juvenile, Times Property Group's "EOLIA" Project	17.8		17.8
4	4	Grey Group	P&G In-Store, Mead Johnson Event, Amway Event	16.1		16.1
5	7	DDB	Perennial Group, Bai Xiang Group, Keppeland Tianjin Eco City	13.3		13.3
6	5	Bates	Sina, Little Swan, 3M	14.0		11.3
7	10	Y&R	Gap, Kingkeys Health Care	10.9		10.9
8	14	Euro RSCG	IFC Digital	8.9		8.9
9	6	Leo Burnett	Octavia, Siemens	8.1		8.1
10	16	McCann WorldGroup	Guangdong Telecom, Shenzhen Metro, Maybelline, Haier Shanghai World Expo	11.9	Midea	7.8
11=	8=	BBH	Alpenliebe	5.5		5.5
11=	8=	Lowe	Founder Group	5.5		5.5
13	11	Publicis	LG Mobile Digital	5.5	Shenzhen Development Bank	3.8
14	18=	WE	Hung Fook Tong	2.7		2.7
15	12	BBDO	Kappa	2.1		2.1
16	13	TBWA	Wrigley/Sugus, Mercedes Benz	1.9		1.9
17	15	DraftFCB	Semir Digital	1.4		1.4
18	17	JWT	Sony Handycam, China Unicom Vsens	5.7	Alpenliebe	0.2
19=	18=	Iris		0.0		0.0
19=	18=	Wieden & Kennedy		0.0		0.0
19=	18=	SapientNitro		0.0		0.0
19=	18=	Dentsu		0.0		0.0

Media New Business Scoreboard(China) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	PHD	Langham Hotels, Appeton, Unilever	103.6		103.6
2	2	Carat	Timberland Digital, Pfizer	46.9		46.9
3	4	MEC	Mercedes Benz, Candy Group, Chrysler	44.1	Siemens	41.4
4	3	ZenithOptimedia	Reckitt Benckiser, BJ Tourism Board	18.4	Chrysler	13.2
5	6	Universal McCann	Shenzhen Metro, Burberry Asia Pacific	6.6		6.6
6	5	Maxus	Natural Beauty, Bank of Communications Beijing Branch	6.8	Burberry Asia Pacific	5.8
7	8=	Vizeum		2.9		2.9
8	7	OMD	Pepsi Foods	27.3	Shangri-la Asia Pacific	0.7
9=	8=	MPG		0.0		0.0
9=	8=	Initiative		0.0		0.0
11	11	MediaCom	Gap	2.1	Langham Hotels	(5.8)
12	12	Starcom MediaVest	Voltaren Emulgel, Shanghai Jahwa, Siemens	8.5	PingAn Planning	(19.8)
13	13	Mindshare	Proya, Samsonite, Mucosolvan, IHG	33.1	Unilever	(74.8)

CREATIVE AGENCIES

Ogilvy maintained top position this month with some additional business from COFCO for Raynet Ogilvy, along with Hisense moving into the main agency. Saatchi & Saatchi moved up a notch this wave, on the back of new business from Carlsberg and Chrysler. Independent M&C Saatchi dropped down a spot, despite securing AIA business, amongst others. Grey continued in fourth spot

MEDIA AGENCIES

With Unilever under its belt, PHD maintained the leading position amongst media agencies, securing Langham Hotels, amongst other new wins. Carat maintained second place, securing Timberland Digital and other offline and online wins. MEC moved up to third position on the back of its Mercedes Benz consolidation, with ZenithOptimedia in fourth, on the back of its Reckitt's win

METHODOLOGY

The R3 New Business League has been compiled each of the last 92 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.

