

Creative New Business League(Hong Kong) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	Publicis	City of Dreams Digital, PayPal, South China Morning Post	1.1		1.1
2	17	DraftFCB	Kowloon Motor Bus	0.8		0.6
3	1	DDB	Pfizer, Lee Kum Kee - Oyster Sauce	1.0	City of Dreams Digital	0.5
4=	3=	JWT	Food Client	0.3		0.3
4=	3=	Euro RSCG	Beauty Client	0.3		0.3
6=	7=	TBWA	Accessorize	0.2		0.2
6=	5=	Grey Group	The Link	0.2		0.2
6=	6=	Ogilvy	Bank of China Insurance, Blackrock, Sharp	0.2		0.2
9	7=	Leo Burnett	Sony, Samsung	0.1		0.1
10=	7=	McCann WorldGroup		0.0		0.0
10=	7=	Bates		0.0		0.0
10=	7=	Y&R		0.0		0.0
10=	7=	M&C Saatchi		0.0		0.0
10=	7=	Saatchi and Saatchi		0.0		0.0
10=	7=	Lowe		0.0		0.0
10=	7=	BBDO		0.0		0.0
10=	7=	Dentsu		0.0		0.0

Media New Business Scoreboard(Hong Kong) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	PHD	Clarins, Unilever, As Watson	2.0		2.0
2=	2	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific	0.6		0.6
2=	5	Carat	Rackspace, Deutsche Bank, King's Glory Education, Centaline Property	0.6		0.6
4	3=	Initiative	Smartone Vodafone	0.5		0.5
5	3=	Maxus	Shangri-la Asia Pacific, Cheung Kong Properties, My Beauty Diary	0.5	Burberry Asia Pacific	0.4
6	6	MediaCom	Hong Kong Broadband, Hang Lung Properties, AsiaRooms.com	0.4	GSK	0.2
7	7=	MEC	Lion & Globe	0.1		0.1
8	7=	MPG		0.0		0.0
9	10	OMD		0.0	Shangri-la Asia Pacific	(0.2)
10=	7=	Starcom MediaVest		0.0	Kellogs	(0.3)
10=	12	Mindshare	GSK, Kellogs, H2O, Cheung Kong Property	1.5	Red Bull	(0.3)
10=	11	ZenithOptimedia	Aviva	0.2	Smartone Vodafone	(0.3)

CREATIVE AGENCIES

Publicis went to the top position securing City of Dreams Digital and PayPal accounts. DraftFCB jumped to the second spot on the back of Kowloon Motor Bus win. DDB moved to the third. JWT and Euro RSCG shared the fourth place.

MEDIA AGENCIES

PHD is still well ahead on the back of the Unilever Greater China consolidation. Universal McCann secured Burberry regional business and shared the second place with Carat. Initiative made up the top four

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.

