

Creative New Business League(AP) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	4	Ogilvy	Dhanalakshmi Bank India, Novo Nordisk Australia, Hisense China, Daehan Steel Korea	14.4	Bayer Thailand	12.5
2	1	Leo Burnett	McCain India, Dodge Japan, Vedanta India, MINDEF Singapore, Merrill Lynch Korea	12.6	Sony Vietnam	12.0
3	3	DDB	J&J CRM Malaysia, Shakti Pumps India, Perennial Group China, Ministry of Manpower Singapore	12.2	City of Dreams Digital Hong Kong	9.9
4	2	Grey Group	Bayer - Companion Animal Australia, Motilal Oswal India, The Link HK, P&G BTL Projects	8.1	Spencer's Retail India	7.8
5	5	McCann WorldGroup	Guangdong Telecom China, Chicco India, Korean Ministry of Health communications	7.6	Mister Donut Philippines	6.8
6	12	Euro RSCG	M3M India, Arnold Thomas & Becker Australia, Dulux Indonesia, Wellmade Philippines	6.2	Telkom Indonesia	5.2
7	6	Publicis	City of Dreams Digital HK, Black Canyon Thailand, PayPal HK	5.1	Shenzhen Development Bank	4.7
8	7	TBWA	H.J. Heinz Vietnam, Twix Australia, Accessorize Hong Kong	4.5		4.5
9	8	BBDO	CMS Computer Institute India, Adairs Australia, Modern Girl Taiwan, Sunbites Thailand	6.6	Abbott Nutrition India	4.4
10	9	M&C Saatchi	AIA Juvenile China, Building Brand Australia Campaign	3.6		3.6
11=	11	JWT	Chitato Indonesia, Emerald Lands India, British Council Pakistan, Unicef India	4.1	Alpenliebe China	3.3
11=	10	Bates	Sina China, Proton Indonesia, ITC India, Chennai Marathon India	4.8	Shell Singapore, Telkom Indonesia	3.3
13	14=	Y&R	Kingkeys China, Gap China, Cord Life Indonesia, Osaka Investment Japan, Cavin Kare India	4.3	ME Bank Australia	3.1
14	13	Lowe	Indofood Indonesia, Nirula's India, Style TV Vietnam, Lemon Squares Philippines	3.7	Godrej (Fairglow) India	2.8
15	14=	Saatchi and Saatchi	Chrysler China, Carlsberg China, White Rabbit China	4.1	United Overseas Bank Singapore	2.4
16	14=	Dentsu	Kumon Education Malaysia, Wynncom India	2.1		2.1
17	20=	DraftFCB	Kowloon Motor Bus HK, Abbott Nutrition India, Hero Honda Motors Sponsorship India	2.3	Les Mills New Zealand	1.6
18	17	BBH	Unilever Lakme Salon India, Alpenliebe China	1.3		1.3
19	19	Wieden & Kennedy	The Park Hotel India, Budweiser India	1.0		1.0
20	18	SapientNitro	QLD State Govt Australia, Terry White Chemists Australia	0.9		0.9
21	20=	Iris	The Executive Centre Singapore, Alpha G India, Freights and Couriers Australia	0.1		0.1

Media New Business Scoreboard(AP) – 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	Langham Hotels China, Hyatt Hotels Japan, IKEA Thailand	20.4	Real Insurance Australia	20.0
2	3	MEC	Singtel Singapore, S.A. Government Australia, Mercedes Benz China, Telkomsel Indonesia	13.8	Air Asia Malaysia	13.2
3	2	Carat	TOA Thailand, NRMA Motoring & Services Australia, Timberland Digital China, AirAsia India	11.2	Asia Pacific Telecom Taiwan	10.2
4	5	ZenithOptimedia	Watson's Asia Pacific, Mitsubishi India, United Pharma Vietnam, Drinkwise Australia	7.4	Chrysler China	5.8
5	4	Maxus	Ajinomoto Philippines, Bausch&Lomb Thailand, Bank of Communications (Beijing Branch)	5.1	Burberry Asia Pacific	4.0
6	6	Universal McCann	Burberry Asia Pacific, Shenzhen Metro China, Korean Ministry of Health Communications	4.1	Ajinomoto Philippines	3.7
7	9	Vizeum	Carservice.com.au Australia, Amrutanjan India, Beauté Prestige International Australia	1.7		1.7
8	12	Mindshare	Dhanalakshmi Bank India, Gudang Garam Indonesia, GSK HK, Air Asia Malaysia	22.5	Nestle Taiwan	1.5
9	8	Initiative	Revlon Australia, Hamdard Laboratories India, Progressive Australia, Q-House Thailand	1.4	NRMA Motoring & Services Australia	1.1
10	11	Mediacom	Gap China, Carrefour Singapore, Hong Kong Broadband, Mega Fishing Philippines	2.7	GSK HK	0.4
11	10	MPG	Gudang Garam Indonesia, She Comfort India	0.4	Hindustan Pencils India	0.3
12	7	OMD	Hindustan Pencils India, Smart Trike Australia, NZ 2011 New Zealand, A.S Watsons Thailand	7.2	Watson's Asia Pacific, TOA Thailand	(1.1)
13	13	Starcom MediaVest	Metcash Australia, Marina Bay Singapore, Shanghai Jahwa China	3.7	S.A. Government Australia	(1.8)

CREATIVE AGENCIES

Ogilvy leapfrog into top place with more than 100 wins across multiple disciplines this month, including electronics giant Hisense China and Daehon steel Korea. Leo Burnett slips to second spot, winning McCain India and Merrill Lynch Korea. DDB maintain third spot on the back of some strong wins including J&J CRM Malaysia, while Grey move down two spots to fourth .

MEDIA AGENCIES

Unilever Greater China winner PHD continues in top spot with wins including Hyatt Japan and Ikea Thailand this month. MEC move into second after successfully defending the Singtel business in the Lion City. Carat drops to third, despite securing NRMA Australia and AirAsia India amongst others. ZenithOptimedia, fresh off the Watson's regional win, takes fourth spot

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.