

Creative New Business League(AP) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	TBWA	DTAC Thailand, Pernod Ricard 100 Pipers Digital Thailand, Netto Net Thailand	11.70	Tourism Malaysia	9.78
2	5	Leo Burnett	Asia Motor Works Heavy commercial vehicles India, OB Beer Imported Brands Korea, 100 Pipers Thailand	9.37		9.37
3	2	Ogilvy	Harman China, Star India Network, SingTel F1 Singapore	10.65	CP Foods Thailand	7.55
4	10	DDB	Bel Cheese Korea, Perodua Malaysia, Procter & Gamble Pantene Project Australia	9.24	Sony Ericsson Indonesia	7.19
5	4	Saatchi and Saatchi	Nestle Bumbu Racik Indonesia	6.68		6.68
6	7	Grey Group	Pfizer Viagra New Zealand, Collage Group India, Microsoft Singapore Brands	6.77		6.57
7	3	Publicis	China Merchant Bank, Merino Group India, Surya 16 Thailand	6.47		6.47
8	8	Lowe	Suzlon India, Lucky Me Noodles Philippines, Schaeffler Singapore	6.30		6.30
9	6	BBDO	JTI Taiwan, PT Megasurya Mas Bar soap category Indonesia	5.97		5.97
10	9	JWT	CP Foods Thailand, Unicef Thailand, CavinKare India	6.04		5.84
11	13	M&C Saatchi	Vertu Asia Pacific, ICAC Hong Kong, Yee Tung Heen Excelsior Hotel Hong Kong	3.65	Pfizer Viagra New Zealand	3.35
12	11	Wieden & Kennedy	Levi's Asia Pacific	3.30		3.30
13	14	McCann WorldGroup	Multiply Philippines, SinoPac Bank Taiwan, OWA Electronics China	5.00	Gudang Garam Indonesia	3.27
14	15	DraftFCB	Zee Entertainment Enterprises India	1.75		1.75
15	12	Y&R	Metrobank Consumer Loans Philippines, Kia Sportage Philippines	2.90	OCBC Singapore	1.58
16	16	Bates	MSD China	0.74		0.74
17	18	Dentsu	Singapore Institute of Technology, Tempo Scan Pacific Indonesia	2.10	Lenovo China	0.60
18	21	Euro RSCG	Bosch Asia Pacific, Kalbe Farma Indonesia	3.92	China Telecom	0.42
19	17	Iris		0.20		0.20
20=	19=	BBH		0.00		0.00
20=	19=	SapientNitro		0.00		0.00

Media New Business League(AP) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Founder China, Net A Porter Hong Kong, Oppo Mobile Thailand	13.17	Lashou China	11.62
2	5	Carat	Cimarron China, Wang Laoji China, Nissan New Zealand	15.81	China Telecom	10.11
3	3	Mindshare	Guangdong Development Bank China, Yum! Brands China	9.75	Zespri Taiwan	8.85
4	2	Starcom MediaVest	Diageo Taiwan, Carlsberg Vietnam, Infosys India	9.25	Kymco Taiwan	8.60
5	6	Vizeum	Lashou China, Nickelodeon India, Easy Buy Umey Plus Thailand	5.31		5.31
6	4	ZenithOptimedia	Megaworld Philippines, OLX.com India, Multiply Indonesia	8.21	Wang Laoji China	5.21
7	7	PHD	Papa Johns Malaysia, Welch's Grape Juice Philippines, TaiPower Taiwan	4.44	Uniqlo Singapore	4.34
8	8	MPG	Bosch Asia Pacific, Escada Asia Pacific, Clarks Future Footwear India	5.00	Reckitt Benckiser India	3.00
9	9	MEC	PPS.TV China, Sony Ericsson Indonesia, Cigna Life Insurance New Zealand	3.88	Amway China	1.80
10	10	Maxus	Uni-President/Juice business China, Nikon Philippines, ANA Airlines Philippines	1.55	Bulgari China	0.25
11=	11	Initiative	AH Beard Australia, Boots Retail Thailand, Bentley China	0.54	Carpet Court Australia	0.18
11=	12	MediaCom	Xueda Education China, Manfrotto China, 7-Eleven Philippines	1.73	Carnival Cruises Australia	0.18
13	13	Universal McCann	ID hospital Korea, Merz Korea, Holiday Inn Singapore	2.04	Founder China	(2.20)
CREATIVE AGENCIES						
TBWA maintained top spot through April, with DTAC Thailand and other strong local wins. Leo Burnett jumped up three places to second, on the back of wins in India, Korea and other markets. Fastest mover this month was DDB, placed fourth behind Ogilvy.						
MEDIA AGENCIES						
OMD kept top position, expanding its IT credentials in China with the Founder wins. Carat was also the fastest mover this month, off the back of Wang Lao Ji China and other China successes. Mindshare and Starcom were ranked third and fourth respectively						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 104 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.						
						