

Creative New Business League(China) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Saatchi and Saatchi	China Telecom, Lexus Digital, Sanofi Aventis (HaoWaWa)	25.29		25.29
2	2	Publicis	China Merchant Bank, Yashili Infant Milk Powder, CMD Retail Banking	24.58		24.58
3	3	Ogilvy	Harman, Faurecia, Ikea	26.52	China Merchant Bank	19.68
4	5	DDB	Founder Computer, Shanghai Volkswagen, 360Buy	13.53		13.53
5	4	Wieden & Kennedy	Umbro, Levi's	12.30		12.30
6	6	TBWA	ANZ Asia Pacific, Pfizer, Hisense	8.89		8.89
7	10	M&C Saatchi	XinTianDi Fashion, Tries Garments	8.57		8.57
8	8	Grey Group	Unilife Project, Amway Project, Mead Johnson Projects	6.90		6.90
9	7	DraftFCB	Sony Ericsson - PSP Smart Phone Launch , Oreo Digital	6.84		6.84
10	12	WE	Henkel, Jin Luo	6.15		6.15
11	9	Leo Burnett	Wanke Shenyang, NetEase, Sun Hung Kai Properties	6.06		6.06
12	11	Lowe	Shui Yushan Seabuckthorn Juice, Alipay	4.10		4.10
13	13	JWT	Haier	4.99		3.62
14	15	McCann WorldGroup	OWA Electronics, City Chain Asia Pacific, Cheng Shin-Toyo Tire & Rubber	3.04		3.04
15	14	BBDO	Blackberry Asia Pacific	2.73		2.73
16	17	Bates	MSD, Hua Tai Securities	2.32		2.32
17=	18=	BBH		0.00		0.00
17=	18=	SapientNitro		0.00		0.00
17=	18=	Iris		0.00		0.00
17=	18=	Dentsu	PICC	10.25	Lenovo	0.00
21	16	Y&R	Midea Purified Water Appliance, Arawana XMY brand	1.91	Nokia Digital	(0.27)
22	22	Euro RSCG	Bosch Brand Asia Pacific, Nivea Sun, Huada Gene	6.63	China Telecom	(10.12)

Media New Business League(China) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Mindshare	Guangdong Development Bank, Yum! Brands	37.59		34.18
2	7	Carat	Wang Laoji, Cimarron, Perfetti Van Melle	69.97	China Telecom	34.08
3	2	Starcom MediaVest	China Telecom, Yahoo Asia Pacific	33.83		33.83
4	4	OMD	Founder, Panasonic	34.18	Lashou	29.05
5	3	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	24.20		24.20
6	6	Vizeum	Lashou, Oxen Appliance, Gongniu Group	20.30		20.30
7	5	ZenithOpti media	360buy, ABB	18.97		15.38
8	8	Maxus	Uni-President/Juice business, OSIM, Mate Best	6.84	Bulgari	5.81
9	13	MEC	PPS.TV, Florentia Village	15.65	Amway	1.98
10	12	MediaCom	Xueda Education, Manfrotto	0.85		0.85
11	10	PHD	Hotels.com Asia Pacific	0.58		0.58
12	11	Initiative	Bentley, Boeing	0.44		0.44
13	9	Universal McCann	Kohler, Ping An Insurance, Suntory	2.38	Founder	(8.82)

CREATIVE AGENCIES

Saatchi and Saatchi maintained top position this month with China Telecom and Lexus Digital, followed by sister agency Publicis, who secured more work from China Merchant Bank. Ogilvy ranked third, followed by DDB, moving up with the Founder Computer win.

MEDIA AGENCIES

Mindshare kept the top spot again, retaining Yum Brands and losing very little so far this year. Carat was the fastest mover, off the back of Wang Lao Ji and more Perfetti business. Starcom and OMD made up the rest of the top four.

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.

