

Creative New Business League(Hong Kong) –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	DDB	Hong Kong Trade Development Council, Intel, Bel Greater China	1.30		1.30
2	2	McCann WorldGroup	Amway Nutrilite Global Campaign, Walt Disney Studio, City Chain Asia Pacific	0.67		0.67
3	3	Ogilvy	Orion Capital, Metlife, Swire Pacific Place Mall CNY	0.67	Lenovo Asia Pacific	0.57
4	4	TBWA	ANZ Asia Pacific, Olympus	0.50		0.50
5	6	Grey Group	Cerebos Bird Nest, Galaxy Macau, GSK-Joint promotion with Mannings	0.47		0.47
6	5	Publicis	Nestle, LG Digital Asia Pacific	0.45		0.45
7	9	Leo Burnett	Stepper Eyewear	0.41		0.41
8=	7=	JWT	Samsonite	0.40		0.40
8=	7=	DraftFCB	Wing Tai Property Project, China Construction Bank - Personal Loan, OSIM - Mother Day Promotion	0.40		0.40
10=	10=	Saatchi and Saatchi	Lenovo Asia Pacific	0.10		0.10
10=	10=	BBDO	Blackberry Asia Pacific	0.10		0.10
12	12	Y&R	Samsonite	0.07		0.07
13	13=	M&C Saatchi	ICAC, Yee Tung Heen Excelsior Hotel	0.03		0.03
14=	13=	Bates		0.00		0.00
14=	13=	Dentsu		0.00		0.00
14=	13=	Lowe		0.00		0.00
17	17	Euro RSCG	Bosch Asia Pacific, Carlsberg/Jolly Shandy	0.08	Dulux Asia Pacific	(0.07)

Media New Business League(Hong Kong) –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	Carat	Fancl, Pernod Ricard, Korean Tourism Organization	1.94		1.94
2	2	PHD	Tenwow, Walt Disney Movie, HTC	1.19		1.19
3	5	OMD	Net A Porter, Apple - iPad	0.60		0.60
4	3	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.54		0.54
5	4	Starcom MediaVest	Yahoo Asia Pacific, Samsung, Hotels.com	0.38		0.38
6	6	Universal McCann	Amorepacific	0.30		0.30
7	7	MEC	H&M, Starwood Hotels Asia Pacific	0.21		0.21
8=	8=	Initiative		0.00		0.00
8=	8=	Mindshare		0.00		0.00
10	10	MediaCom	Home Affairs Bureau campaign, Grant Thornton	0.19	Fancl	(0.32)
11	11	ZenithOpti media	ACE Group, Tencent	0.07	H&M	(0.53)
12	12	Maxus		0.00	Friso	(1.15)

CREATIVE AGENCIES

It was a quiet month for multinational creative agency league, with Grey winning Cerebos Bird Nest.

MEDIA AGENCIES

Carat maintained top position on the back of previous wins, followed by PHD winning Tenwow. OMD was placed third, securing Net A Porter and iPad. MPG 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.

