

## Creative New Business League(AP) – Aug 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>DDB</b>	Volkswagen Australia, Hong Leong Bank Malaysia, IDBI Fortis India, Betadine Philippines	34.9	Energizer Asia Pacific	29.0
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	CIMB Singapore, Ministry of Energy Thailand, Subway China, Dumex China, JG Hosiery India	26.8	Chevrolet CRM Thailand	24.0
<b>3</b>	<b>3</b>	<b>Leo Burnett</b>	Chevrolet CRM Thailand, Honda Indonesia, CavinKare India, Tata International India	20.2	Kohler India	19.4
<b>4</b>	<b>5</b>	<b>BBDO</b>	Snickers and M&M China, JNJ Baby Asia Pacific, SA Motor Association Australia	19.9	Abbott Nutrition India	17.7
<b>5</b>	<b>4</b>	<b>Grey Group</b>	KFC Singapore, Synefra India, Phillippa's Bakery Australia, Reliance Communications India	18.0	Shanghai Volkswagen's CRM	17.1
<b>6</b>	<b>10</b>	<b>TBWA</b>	Energizer Asia Pacific, IAG Australia, Star Health Insurance India, Amway Korea	17.5	Rheem Australia	16.0
<b>7</b>	<b>11</b>	<b>M&amp;C Saatchi</b>	David Jones Australia, Jetstar Airways New Zealand, Coolpad China, Hong Kong Broadband	14.3		11.8
<b>8</b>	<b>7</b>	<b>Publicis</b>	Siemens Energy Thailand, Shanghai Jahwa, Yonghe China	11.7	Alpha G India	10.7
<b>9</b>	<b>6</b>	<b>Y&amp;R</b>	NSW Health Australia, Defence Digital Australia, Novo Nordisk Japan, Lippo Group Indonesia	13.5	Bharti Airtel India	10.3
<b>10</b>	<b>9</b>	<b>Euro RSCG</b>	AMD Regional, MAXX Mobile India, Bohi Cooking Oil China	10.9	DBS Digital	9.5
<b>11</b>	<b>12=</b>	<b>JWT</b>	Bharti Airtel India, Henkel China, Shilla Mutual Saving Bank Korea	8.2	Alpenliebe China	7.4
<b>12</b>	<b>12=</b>	<b>Bates</b>	3M China, Colgate Palmolive India	8.2	Motilium China	6.0
<b>13</b>	<b>8</b>	<b>McCann WorldGroup</b>	Tata Motors India, Kolon Sports Korea, Papa Catsup Philippines, Drewell Japan	12.8	JNJ Baby Japan & Korea	5.9
<b>14</b>	<b>14</b>	<b>Dentsu</b>	UnionPay Digital China, Shanghai Volkswagen's CRM	4.0		4.0
<b>15</b>	<b>15</b>	<b>DraftFCB</b>	Telunsu China, Kowloon Motor Bus HK, Abbott Nutrition India	2.8	Les Mills New Zealand	2.1
<b>16</b>	<b>17</b>	<b>BBH</b>	Unilever Lakme Salon India, Alpenliebe China	1.3		1.3
<b>17</b>	<b>18</b>	<b>Iris</b>	Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.1		1.1
<b>18</b>	<b>19</b>	<b>Wieden &amp; Kennedy</b>	HCL Technologies India, The Park Hotel India, Budweiser India	1.0		1.0
<b>19</b>	<b>17</b>	<b>SapientNitro</b>	NBA China Games	1.9	Snickers and M&M China	0.9
<b>20</b>	<b>21</b>	<b>Saatchi and Saatchi</b>	Lexus Digital Japan, Novartis Japan	6.7	Westpac New Zealand	(3.2)
<b>21</b>	<b>20</b>	<b>Lowe</b>	Sunman Vinimay India, Total Lubricants Vietnam	6.3	JNJ Baby Asia Pacific	(5.0)

## Media New Business Scoreboard(AP) – Aug 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	Pepsico Buying Australia, Guthy Renker Australia, 4 Care Balance Thailand	22.8	NTUC Income Singapore	22.1
2	2	MEC	Blackrock HK, Reliance India, AMBA Australia	18.1	Wrigley China	16.2
3	3	Carat	Kraft Australia, Sony Taiwan, Asia Brewery Philippines, Air Asia Korea	17.5	Yum Australia	12.8
4	5=	ZenithOptimedia	HTC China, NTUC Choice Home Singapore, Ministry of Energy Thailand	11.3	InBev China	7.4
5	5=	Universal McCann	Mars Japan, Guan Shen Yuen China, Coca-Cola India, Nara Controls Korea	8.3	Bank of Ayudhya Thailand	7.3
6	4	Maxus	Indofood Indonesia, Dolce & Gabbana China, ANZ Singapore	8.0	Burberry Asia Pacific	6.9
7	7	Mediacom	InBev China, Blackmores Australia, Pfizer india, Artistry Hong Kong	9.7	Reliance India	6.5
8	8	MPG	Australian Wool Innovation, NTUC Singapore, Nojorono Indonesia	6.0		5.9
9	9	Vizeum	Blackberrys India, Sharp Malaysia, Q House Thailand	3.2		3.2
10	10	Starcom MediaVest	Meralco Philippines, GM Holden Australia, Thai Military Bank Thailand	9.6	Bayer Australia	2.7
11	12=	OMD	Reliance Communications India, Bank of Ayudhya Thailand	11.3	Origin Energy Australia	2.4
12	11	Mindshare	Michelin Japan, Bayer Australia, Brightpoint India, Sabina Thailand	24.3	Kraft Australia	1.9
13	12=	Initiative	Carper Court Australia, Oxfam Australia	2.0	Starwood Hotels India	1.0

### CREATIVE AGENCIES

DDB maintained top spot this month, collecting more business from Australia, Malaysia, India and other markets. The global realignment of Energizer only slowing its success a little. Ogilvy kept second position in a quiet month by their standards. Leo Burnett and BBDO, on the back of their global JNJ win, moved into the top four.

### MEDIA AGENCIES

The Unilever success kept PHD at the top of the table, but they added this month the massive Pepsico business in Australia, losing only NTUC in Singapore. MEC kept second position with some healthy wins including Sony Taiwan. Carat aligned more of the Kraft and Cadbury business in Australia to stay in third, while ZenithOptimedia, on the back of HTC China, moved into the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

