

## Creative New Business League(AP) – June 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>2</b>	<b>DDB</b>	Philips-Electrolux India, HP Indonesia, Urbex Australia, Dong A Foods Vietnam	22.0	City of Dreams Digital HK	19.7
<b>2</b>	<b>1</b>	<b>Ogilvy</b>	Spice - Handsets India, Volkswagen Indonesia, IKEA Taiwan, Lafaso China	19.4	BalaBala China	16.9
<b>3</b>	<b>3</b>	<b>Leo Burnett</b>	Anchor China, Vedanta India, Oishi Snack Vietnam, , Dodge Japan	13.7	Sony Vietnam	13.1
<b>4</b>	<b>4</b>	<b>Grey Group</b>	Hutchison Whampoa Property HK, Daewon Pharmaceuticals Korea, Pepsi Activation India	13.2	Shanghai Volkswagen's CRM	12.3
<b>5</b>	<b>5</b>	<b>McCann WorldGroup</b>	Haier Casarte and Fisher & Paykel China, Gold Plus Glass India, MIFC Malaysia	10.5	Mister Donut Philippines	9.4
<b>6</b>	<b>13</b>	<b>Y&amp;R</b>	Tiger Beer Singapore & Malaysia, Diligent Media Corporation India, Citysmart Australia	9.8	ME Bank Australia	8.6
<b>7</b>	<b>6</b>	<b>Euro RSCG</b>	Carlsberg Singapore, BalaBala China, Dulux HK, Orchard Road Restaurant Philippines	9.0	Telkom Indonesia	8.0
<b>8</b>	<b>7</b>	<b>TBWA</b>	Sun Life HK, SK Telecom Korea, Pfizer Wyeth China, Metrobank Philippines	7.3	Bursa Malaysia	7.0
<b>9</b>	<b>8=</b>	<b>BBDO</b>	FIJI Water China, SA Motor Australia, LIC Nomura Mutual Fund India, Rage Mobile India	8.9	Abbott Nutrition India	6.7
<b>10</b>	<b>8=</b>	<b>Publicis</b>	Bitexco Financial Tower Vietnam, Siemens Energy Asia Pacific	6.4	Shenzhen Development Bank	5.9
<b>11</b>	<b>11=</b>	<b>JWT</b>	Federal Department of Health and Ageing Australia, VNPost Vietnam, Seamless India	5.6	Alpenliebe China	4.8
<b>12</b>	<b>11=</b>	<b>Lowe</b>	Clarks Shoes China, Berli Jucker Corporation Thailand, Unilever - AXE Malaysia	5.4	Godrej (Fairglow) India	4.5
<b>13</b>	<b>10</b>	<b>M&amp;C Saatchi</b>	Watsons Pomegranate China, Bursa Malaysia	4.1		4.1
<b>14</b>	<b>15</b>	<b>Bates</b>	Fuji Xerox HK & Singapore, ZEN Mobile India	6.0	Motilium China	4.0
<b>15</b>	<b>14</b>	<b>Dentsu</b>	Shanghai Volkswagen's CRM, HSIL India	3.0		3.0
<b>16</b>	<b>16</b>	<b>DraftFCB</b>	Kowloon Motor Bus HK, Abbott Nutrition India	2.3	Les Mills New Zealand	1.6
<b>17</b>	<b>17=</b>	<b>SapientNitro</b>	Knorr's KCP Chicken Powder Digital China	1.4		1.4
<b>18</b>	<b>19</b>	<b>BBH</b>	Unilever Lakme Salon India, Alpenliebe China	1.3		1.3
<b>19</b>	<b>21</b>	<b>Iris</b>	Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.1		1.1
<b>20</b>	<b>20</b>	<b>Wieden &amp; Kennedy</b>	HCL Technologies India, The Park Hotel India, Budweiser India	1.0		1.0
<b>21</b>	<b>17=</b>	<b>Saatchi and Saatchi</b>	Le Creuset Japan, Komeito On-line Japan, Niki Resort Japan	5.0	Tiger Beer Malaysia & Singapore	(0.7)

## Media New Business Scoreboard(AP) – June 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	Elizabeth Arden Thailand, Nugin Thailand, Pharm-Asia Cuevest Philippines	21.5	NTUC Income Singapore	21.0
2	3	Carat	Kraft Australia, NBA China, Phima Philippines, Kelloggs Digital Korea	15.2	Air Asia Malaysia	14.3
3	2	MEC	Mercedes Benz Digital China, F&N Dairies Thailand, Sun Hung Kai HK, Cosmos Bank Taiwan	15.3	Wrigley China	13.9
4	4	ZenithOptimedia	Malaysia GPO, Chips Delight Philippines, Herbalife China, Hotels.com India	9.2	Mars China	6.4
5	5	Maxus	Honda Motorcycles Philippines, Resorts World Singapore, Serene Thailand, Haier Branding China	7.1	Burberry Asia Pacific	6.0
6	7	MPG	Nojorono Group Indonesia, AXA Japan, Levis China	4.7		4.6
7	6	Universal McCann	Burberry Asia Pacific, Shenzhen Metro China, Korean Ministry of Health Communications	4.1	Ajinomoto Philippines	3.7
8	8	Vizeum	Maya Appliances India, Dalmiya Cement India	2.4		2.4
9	10	Mediacom	GAP China&HK, Blackmores Australia, Platinum Indonesia	4.1	GSK HK	1.9
10	11	OMD	Ferrero India, Honda Motorcycles Indonesia, Posh Philippines	9.7	Elizabeth Arden Australia	1.2
11	13	Starcom MediaVest	Mars - Wrigley China, Mitre 10 Australia, Pemandu Malaysia	7.2	S.A. Government Australia	0.8
12	9	Mindshare	Farcent Taiwan, Alukas Group India, Lancor Holdings India	23.0	Kraft Australia	0.7
13	12	Initiative	SmarTone Communications Macau, Woongjin Coway Thailand, Sarasin Singapore	1.5	Australian Institute of Chartered Accountants	0.6

### CREATIVE AGENCIES

DDB have leapt to the top of the table this month with wins from Philips in India and HP in Indonesia. Perennial leader Ogilvy was slower this month and dropped to second spot. Leo Burnett maintained 3rd off the back of Anchor China and other wins. Grey Group kept fourth position.

### MEDIA AGENCIES

With Unilever China, HK and Taiwan under its belt, PHD maintained top position in the media table, with Carat moving up to second, on the back of the massive Kraft business in Australia, along with NBA China. MEC dropped a spot to third place, despite consolidating more Mercedes business in China, and ZenithOptimedia continued in fourth position.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.