

Creative New Business League(AP) – Sep 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Huawei India, Munchy's Malaysia, Workforce Development Agency Singapore, ANZ HK	37.5	Reliance Communications India	31.6
2	2	Ogilvy	Derain China, AT&T Japan, Melbourne Convention Exhibition Centre, CIMB Bank Singapore	29.8	Chevrolet (CRM) Thailand	26.9
3	3	Leo Burnett	eBay Australia, Yutong China, Frisian Flag Indonesia, Boonthavorn Thailand	21.8	Kohler India	21.0
4	4	BBDO	Virgin Blue Australia, Park Place China, Snickers and M&M China, JNJ Baby Asia Pacific	22.7	National Australia Bank	20.5
5	5	Grey Group	OCBC Malaysia, M3M India, Gameon Japan, Reebok India	18.4	Shanghai Volkswagen's CRM	17.5
6	6	TBWA	Beijing Chang Le Property, Gmarket Korea, National Australia Bank	18.6	Rheem Australia	17.1
7	7	M&C Saatchi	Woolies Hardware Australia, Treis Mens Wear China, David Jones Australia	15.4		12.9
8	9	Y&R	Amante India, Cerebos Malaysia, Microsoft Indonesia, LG Electronics HK	14.7	Bharti Airtel India	11.5
9	8	Publicis	U Mobile Malaysia, Siemens Energy Thailand, Shanghai Jahwa China, Yonghe China	12.2	Alpha G India	11.2
10	10	Euro RSCG	Milkana India, Saxo Capital Markets HK, Credit Suisse Australia	11.6	DBS Digital	10.2
11	11	JWT	Hanvon Touchpad China, John Hopkins University India, FamilyMart CVS Taiwan	8.8	Alpenliebe China	8.0
12	13	McCann WorldGroup	Kimberly Clarke Australia, LEGO Australia, Kohle India, Blizzard Korea	13.6	JNJ Baby Japan & Korea	6.7
13	12	Bates	Amrit Group India, 3M China, Colgate Palmolive India	8.4	Motilium China	6.2
14	14	Dentsu	UnionPay Digital China, Shanghai Volkswagen's CRM	4.0		4.0
15	15	DraftFCB	Lemon Mobiles India, Mengniu China, Kowloon Motor Bus HK	3.1	Les Mills New Zealand	2.4
16	16	BBH	YTL Singapore, Unilever Lakme Salon India, Alpenliebe China	1.8		1.8
17	17	Iris	Dell India, Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.4		1.4
18	18	Wieden & Kennedy	HCL Technologies India, The Park Hotel India, Budweiser India	1.0		1.0
19	19	SapientNitro	NBA China Games	1.9	Snickers and M&M China	0.9
20	20	Saatchi and Saatchi	Sanofi Aventis China, Haagen Dazs China, Credit Information India, Novo Nordisk Japan	8.1	Westpac New Zealand	(1.8)
21	21	Lowe	Taobao Mall China, Natural Beauty China, Karvy Group India, Philip Morris Indonesia	9.0	Cerebos Malaysia	(2.5)

Media New Business Scoreboard(AP) –Sep 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	Hubb Financial Group Australia, Red Bull Philippines, PepsiCo Buying Australia	23.0	NTUC Income Singapore	22.3
2	2	MEC	Pfizer-Wyeth Philippines, Progressive Insurance Australia, Proton Car Thailand	19.4	Wrigley China	17.5
3	3	Carat	Kraft Cadbury New Zealand, Air Asia Korea, Holcim Philippines	18.4	Yum Australia	13.7
4	4	ZenithOptimedia	Asia Pacific Breweries Singapore, Invida Indonesia, Samany Tiles India	12.5	HTC HK	8.2
5	5	Universal McCann	SCA Hygiene Thailand, Jindo Fur Korea, Mars Japan	8.5	Bank of Ayudhya Thailand	7.5
6	6	Maxus	Google India, LCH Thailand, Indofood Indonesia, ANZ Singapore	8.2	Burberry Asia Pacific	7.1
7	11	OMD	Huawei HK, Bayer Thailand, Vinda China, IKEA Singapore	16.4	Kraft Cadbury New Zealand	6.7
8	7	MediaCom	InBev China, Blackmores Australia, Pfizer India, Artistry Hong Kong	9.7	Reliance India	6.5
9	8	MPG	Cigna China, Australian Wool Innovation, NTUC Club Singapore	6.1		6.0
10	9	Vizeum	SC Assets Thailand, Blackberrys India, Sharp Malaysia	3.4		3.4
11	10	Starcom MediaVest	Meralco Philippines, GM Holden Australia, Thai Military Bank Thailand	9.6	Bayer Australia	2.7
12	12	Mindshare	Mantri Developers India, Air Asia Indonesia, A-Mart Taiwan, Kagome China	25.1	APB Singapore	1.9
13	13	Initiative	Za Cosmetics Thailand, Robert Half Australia	2.2	Bayer Taiwan	0.9

CREATIVE AGENCIES

DDB maintained top place this month with a big win in India for Huawei, along with other major wins across multiple markets. Ogilvy helped onto second spot, with more than fifty small wins across the region and across disciplines. Third and Fourth spots were also unchanged with Leo Burnett and BBDO generating consistent wins, the latter securing the massive Virgin Blue account in Australia.

MEDIA AGENCIES

PHD continued on its winning ways with Red Bull Philippines and no losses this month. Despite a big Pfizer win in the Philippines, MEC is still in second position. Carat kept third spot on the back of the massive Kraft consolidation in New Zealand, with ZenithOptimedia some distance away in fourth position.

METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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.

