

Creative New Business League(AP) – Aug 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	St George Australia, Lampton Thailand, Roadmaps & Beyond Philippines, B Barun Singapore	31.4	Axis Bank India	22.4
2	2	DDB	Shanghai Volkswagen Tiguan China, Bank of China Hong Kong, Telstra Australia, Pepsi - 7 UP Activation India	20.8	Bank International Indonesia	20.1
3	3	McCann WorldGroup	Pfizer - Animal Health Australia, Dish TV India, Outback Steakhouse Korea, BMS -Baraclude Korea	16.9	Mediker India	16.5
4	5	Y&R	Resorts World Sentosa Singapore, SD Rural Credit Union China, Dairy Queen Thailand, HDFC Home Loans India	16.5	Telstra Australia	12.4
5	6	Euro RSCG	Nobel China, Pizza Hut Hong Kong, Quest Diagnostics India, Footaction International -Sketchers Philippines	11.8	Volvo India	11.0
6	4	BBH	Minute Maid SEA&China, Unilever - Becel India, World Gold Council India, Star CJ India	9.8		9.8
7	7	Leo Burnett	Telenor India, Carrefour SEA	10.0	Petronas lubricant Malaysia	8.4
8	8	TBWA	Haagen Dazs Malaysia, Happycall Korea, 365mc Korea	13.1	St George Australia	6.9
9	8	BBDO	Blue Cross Insurance Hong Kong, SCG Network Management Thailand, The Southeast Life Insurance Thailand	7.4	Nobel China	6.6
10	10	Saatchi and Saatchi	Value Designbuild India, Master Kong instant noodles Taiwan, Hahn Super Dry Australia	8.1	Mengniu China	5.3
11	11	Grey Group	Kraft Foods Inc - Cheez Wiz Philippines, Jamsostek Persero Indonesia, Hanssem Furniture Korea	4.2	Singapore Institute of Management	3.9
12	12	Bates	Max Bupa India, Dabur - Uveda Brand India	4.2	Vietnamese telco MobiFone	3.2
13	13	DraftFCB	Dah Sing China, President Foods China	2.6	USHA International India	2.3
14=	17	JWT	Vietnamese telco MobiFone, Set MAX India, Apollo DKV Health Insurance India, Sony Walkman India	7.0	Unitech Real Estate India	2.0
14=	18	Lowe	Axis Bank India, AIA Insurance Thailand, Prudential Vietnam, Aetas Hotel Thailand	4.9	V Guard India	2.0
16	15	M&C Saatchi	Invest Hong Kong, Petronas lubricant Malaysia	3.0	Don/KR Smallgoods Australia	1.7
17	14	Wieden & Kennedy	Nike Japan, Play Station Japan	1.4		1.4
18	16	Publicis	BMW SEA, Philips Digital China	2.5	Diageo Vat 69 India	0.7

Media New Business Scoreboard(AP) – Aug 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	M Pictures Thailand, Far East Group Taiwan, Peninsula Hotels - new project China	26.2	P&G Philippines	22.8
2	8	OMD	Vodafone Asia Pacific, Hershey China, White Cat China, Henkel India, AmTRAN Technology Taiwan	14.8	Wearnes Automotive Singapore	12.8
3	2	Mindshare	Association of Convenience Stores Philippines, Xenos Technologies India, F&N Foods Singapore, 3M Taiwan	14.2	Guangdong Development Bank China	12.0
4	3	ZenithOptimedia	Rebecca China, Maybank Outdoor Malaysia, Thomas Cook India, APP Group Taiwan, Piaggio Vietnam	20.9	Kose Corporation Taiwan	10.0
5	4	Universal McCann	COFCO-The Cereal Way China, Wyeth - Prevenar China, Senda China, AIA Singapore	10.0	Association of Convenience Stores Philippines	9.4
6=	5	PHD	Ferrero Australia, Abbott Philippines, Western Union Philippines, Zuellig Singapore	10.3	HTC Malaysia	9.4
6=	6	MEC	EDB Singapore, Guitar Hero Australia, HNG India, Google China, TaiSalt Taiwan	9.3	Henkel India	7.4
8	7	MPG	Evian Australia, Camaya Coast Philippines, Kappa China	5.6	Panasonic Indonesia	5.3
9	9	Maxus	Haw Par Healthcare Singapore, Groupe SEB Singapore, Titan Watches Singapore	5.9	F&N Foods Singapore	1.9
10	10	Vizeum	Mango China, Kungfu China, Stabilo Malaysia	0.3	Yili China	(0.7)
11	11	Initiative	Hotel Club Singapore, Black Design Singapore, True Color Cosmetics Singapore	3.2	The Nine Network (planning) Australia	(1.8)
12	12	Starcom MediaVest	Chrysler China, FAW China, Warner Bros Hong Kong, Lemon Squares Philippines, POM Wonderful Korea	4.3	Mars China	(3.8)
13	13	MediaCom	P&G Non TV Buying China, P&G Philippines, P&G Fine Fragrances Asia Pacific, San Quan China	7.9	China Unicom	(4.2)

CREATIVE AGENCIES

While the positions of the top three agencies didn't change this month, there was a lot of activity to keep them there – Ogilvy picked up the massive St George Australia account, and some other local wins. DDB secured additional Shanghai VW projects, and McCann put on more business across India, Korea and Australia. Y&R moved up into fourth place
Correction – BBH was incorrectly credited with losing Vaseline Singapore. It didn't.

MEDIA AGENCIES

Carat kept top place after an excellent year, but OMD stormed into second off the back of the global Vodafone win and other big local wins. Mindshare and Zenith both dropped back a place, but performed quite well with some local successes.

METHODOLOGY

The R3 New Business League has been compiled each of the last 84 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.