

Creative New Business League(AP) –August 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	DBS Bank Singapore, World Gold Council India, Philippines Airlines	34.05	Sorella Lingerie Indonesia	31.71
2	2	Ogilvy	Caterpillar China, Carlton Football Club Australia, Fox Crime India	31.70	Abbott Reductil Singapore	27.02
3	3	Leo Burnett	Samsung Electronics Taiwan, YungShin Taiwan	15.78		15.18
4	4	BBDO		14.15	ICI Dulux Paints India	13.38
5	5	Publicis		12.32		12.03
6	9	TBWA	Unilever Australia Brands, Visa Japan, KyungDong Navien Korea	16.70	The NorthFace Goldwin Korea	10.94
7	7	Grey Group	Commonwealth Heads of Government Meeting Australia, Canon Projects Singapore, BELLE Project China	9.60		9.40
8	8	M&C Saatchi	CLP Power Hong Kong, Yee Tung Heen Restaurant Hong Kong, Religare Australia	9.72		9.32
9	6	Saatchi and Saatchi	Nan Shan Life Insurance Taiwan	9.69		9.31
10	10	Lowe	PT ABC President Indonesia, Total Lubricants Vietnam, Airphil Express Philippines	9.49	Enervon Philippines	9.19
11	11	JWT	ITC India, Ashok Leyland India	9.21	OSIM Hong Kong	7.02
12	13	McCann WorldGroup	Solvil Et Titus Hong Kong, ICI Dulux Paints India, L'Oreal Maybelline New York Singapore	7.83		5.24
13	12	Y&R	Sousou.com China, Disney Store China, Marina Bay Sands Singapore	6.78		5.16
14	15	Bates	Diageo Vietnam, Walt Disney Studios Motion Pictures Singapore	1.65		1.50
15	16	Euro RSCG	Rohit Surfactants India, Pernod Ricard Champagne Japan, Brisbane Youth Services Australia	6.17		1.47
16	14	BBH		1.75	LG China	1.25
17	17	Iris		0.20	Tiger Beer Singapore	0.12
18	18	Dentsu		2.55	FedEx India	-0.20
19	19	SapientNitro		0.30		-1.20
20	20	Wieden & Kennedy	Heineken India, Xyls India	3.60		-4.40
21	21	DraftFCB		2.86		-12.18

Media New Business League(AP) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Sony Asia Pacific	29.80		26.81
2	2	Starcom MediaVest	Coca-Cola China, Johnnie Walker China, Orang Tua Group Indonesia	18.70	P&G Japan	14.00
3	5	ZenithOptimedia	Nestle Korea, SOSO.com China, Nan San Insurance Taiwan	14.57		10.71
4	3	Carat	AirAsia Malaysia, Melbourne City Tourism Australia, ABC Consultants India	21.89		10.59
5	6	MPG	The History Channel India, Verisign Singapore, BNP Paribas Digital Malaysia	11.94		8.89
6	7	PHD		8.38		8.18
7	11	MediaCom	P&G Japan, Universal Pictures International Australia, NRMA Australia	8.93		7.27
8	4	Mindshare	Heineken India	10.12	AirAsia Malaysia	7.76
9	8	Vizeum	Lindt China	6.59		6.59
10	9	Maxus	AirAsia Hong Kong, Mirabell Hong Kong	6.90	Infocomm Development Authority Hong Kong	4.51
11	12	Initiative	AirAsia Thailand	1.17	Daikin Australia and New Zealand	-1.30
12	10	MEC	MSD Taiwan, Niuer Beauty Taiwan	5.48	Sony Asia Pacific	-1.84
13	13	Universal McCann	Stockland Australia	3.57		-6.82

CREATIVE AGENCIES

DDB stands in lead with recent wins from DBS Bank Singapore and additional clients. Ogilvy and Leo Burnett follow close behind, with new wins like Caterpillar China and Samsung Electronics Taiwan. BBDO sit in fourth place

MEDIA AGENCIES

OMD maintained its position this month, sitting in first place with a win from Sony Asia Pacific. Starcom successes with Coca-Cola China and Johnnie Walker China kept it in second place. ZenithOptimedia sprung forward two spots from fifth place to land in third place on the back of recent wins such as Nestle Korea. Giving up its third spot to ZenithOptimedia this month, Carat fell back to fourth place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.

