

Creative New Business League(China) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Ogilvy	Caterpillar, UK now, BangGo	56.40	GOME	42.38
2	2	Saatchi and Saatchi	Citroen, Head & Shoulders, Kingdee, PPTV	38.77	Renren.com	38.09
3	4	DDB	Skittles, Wrigley, McDonald's	31.30		31.30
4	3	Publicis	YaShiLi, Imperial Court, Artistry Peeling Product	30.06	Carlo Rossi Red Wine	29.17
5	9=	Lowe	Centaure Remy Cointreau	13.67		13.67
6	5	M&C Saatchi	Edwards Lifesciences, AlignTech, GSK, Otsuka	11.78		11.78
7	7	Grey Group	Guangdong Development Bank Project, BELLE Project	9.84		9.84
8	8	BBDO	SC Johnson Asia Pacific, Mars Asia Pacific, VISA Asia Pacific	9.71		8.68
9	9=	WE	lashou.com, China Auto Rental, Henkel	8.20		8.20
10	11	JWT	renren.com, GOME, Piramal Realty, World Kitchen	9.84	Rimmel London	8.13
11	6	TBWA	Gillette, Shui Jin Fang, Tsing Tao	13.05	Skittles	6.49
12	13	Y&R	Sousou.com, Disney Store, Suntech	8.61	Nokia Digital	6.42
13	12	McCann WorldGroup	NFL, Subway, Bank of China	6.02		6.02
14	14	Leo Burnett	Masan Group, Langham Hotels, Wyeth Caltrate, Wanke Shenyang	7.67	China Construction Bank Digital	4.25
15	15	DraftFCB	China Construction Bank Digital, Kang Nai	13.67	SC Johnson Asia Pacific	3.42
16	16	Bates	kaixin001, MSD, Hua Tai Securities	2.67		2.67
17=	17=	Iris		0.00		0.00
17=	17=	Dentsu	PICC	10.25	Lenovo	0.00
19	17=	BBH		0.00	LG	(3.42)
20	20	SapientNitro	Stella Artois	2.05	Mars	(8.20)
21	21	Euro RSCG	Yili Brands, Bosch Brand Asia Pacific, Nivea Sun	8.34	Citroen	(16.61)
22	22	Wieden & Kennedy	Umbro, Levi's	12.30	Nokia Asia Pacific	(31.44)

Media New Business League(China) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	2	Starcom MediaVest	Coca-Cola, Johnnie Walker, Baileys	88.05		88.05
2	1	Carat	Coach, Xian Janssen Brands Digital, Clarins	87.21		47.98
3	4	OMD	Sony Asia Pacific, Founder Finance Services, Parker	44.43	Lashou	39.30
4	3	MPG	Applied Materials, Forevermark, Carrefour, NBTY, Freescale	35.60		34.65
5	5	Mindshare	Guangdong Development Bank, Yum! Brands	37.59	Johnnie Walker	25.80
6	6	Vizeum	Lindt, China CITIC Bank, Lashou	22.11		22.11
7	7	Maxus	SC Johnson Asia Pacific, kaixin001, Uni-President/Juice business, OSIM	11.62	Bvlgari	10.59
8	8	ZenithOptimedia	SOSO.com, dianping.com, Jala Group, Besunyen	25.08		8.37
9	9	PHD	SC Johnson Asia Pacific, Google, Gallo, Hotels.com Asia Pacific	4.58		4.58
10	11	MediaCom	Asiarooms, Bausch + Lomb, Xueda Education, Manfrotto	1.33		1.33
11	12	Initiative	Bentley, Boeing	0.44		0.44
12	10	MEC	PPS.TV, Florentia Village	15.65	Sony Asia Pacific	(6.05)
13	13	Universal McCann	Anjuke, Swire Properties, Shenzhen Development Bank	5.10	SC Johnson Asia Pacific	(16.36)

CREATIVE AGENCIES

Ogilvy rounded off a successful month by maintaining its top spot with recent wins from Caterpillar, UK now and BangGo. Saatchi and Saatchi also managed to stay in second place with wins from Citroen, Head & Shoulders, among others. DDB and Publicis traded places in third and fourth.

MEDIA AGENCIES

Starcom's global successes with Coca-Cola, Johnnie Walker, and Baileys sees it move to number one this month. Carat fell back to second place, but with strong wins from Coach and Clarins among other wins. OMD and MPG traded third and fourth spots.

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.

