

Creative New Business League(Hong Kong) –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 | Towngas, Intel Asia Pacific, Hong Kong Trade Development Council | 2.30 | | 2.30 |
| 2 | 2 | Ogilvy | SC Johnson Asia Pacific, Swire Properties, Intel, Oxford | 1.51 | Nin Jiom | 1.40 |
| 3 | 4 | McCann WorldGroup | Solvil Et Titus, Amway Nutrilite Global Campaign, Walt Disney Studio | 1.07 | | 1.07 |
| 4 | 10 | M&C Saatchi | Yee Tung Heen Restaurant, CLP Power, China Light Power, ICAC | 0.78 | | 0.78 |
| 5 | 3 | BBDO | SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific | 0.74 | | 0.74 |
| 6 | 7 | Grey Group | Elements Shopping Mall Campaign, Coca-Cola, Roche Xeloda | 0.71 | | 0.71 |
| 7 | 5 | Leo Burnett | Nin Jiom, GCL Group, Samsung Galaxy Tab, Sun Hung Kai Social Media | 0.61 | | 0.61 |
| 8 | 6 | Publicis | SCA Tena, Nestle, LG Digital Asia Pacific | 0.59 | | 0.59 |
| 9 | 9 | TBWA | ANZ Asia Pacific, Olympus | 0.55 | Mars Asia Pacific | 0.35 |
| 10 | 11 | Bates | | 0.15 | | 0.15 |
| 11 | 12 | Saatchi and Saatchi | Invida Asia Pacific, Lenovo Asia Pacific | 0.12 | | 0.12 |
| 12 | 13 | Y&R | Samsonite | 0.07 | | 0.07 |
| 13= | 14= | Dentsu | | 0.00 | | 0.00 |
| 13= | 14= | Lowe | | 0.00 | | 0.00 |
| 15 | 16 | Euro RSCG | Bosch Asia Pacific, Carlsberg/Jolly Shandy | 0.13 | Dulux Asia Pacific | (0.02) |
| 16 | 17 | DraftFCB | HK Land, Wing Tai Property Project, China Construction Bank | 0.45 | SC Johnson Asia Pacific | (0.30) |
| 17 | 8 | JWT | Samsonite | 0.40 | OSIM | (0.55) |

Media New Business League(Hong Kong) – 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 | Carat | Pernod Ricard, Fancl, Korean Tourism Organization | 2.01 | | 2.01 |
| 2 | 2 | OMD | Sony Asia Pacific, Soulmate, Singapore Turf Club | 2.09 | Pernod Ricard | 1.92 |
| 3 | 3 | PHD | SC Johnson Asia Pacific, Dah Sing Life, Tenwow, Walt Disney Movie | 1.39 | | 1.39 |
| 4 | 4 | MPG | Direct Asia, Compass Visa | 1.02 | | 0.46 |
| 5 | 5 | Starcom MediaVest | Longchamp, Yahoo Asia Pacific, Samsung, Hotels.com | 0.44 | | 0.44 |
| 6 | 8= | MediaCom | De Yucc, Yee Tung Heen, Asiarooms, Mission Foods | 0.61 | Fancl | 0.11 |
| 7 | 7 | Universal McCann | Swire Properties, Financial Times, Amorepacific | 0.65 | SC Johnson Asia Pacific | 0.05 |
| 8 | 10 | Initiative | | 0.00 | | 0.00 |
| 9 | 8= | Mindshare | Hong Kong Tourism Board | 0.03 | AirAsia | (0.07) |
| 10 | 11 | ZenithOptimedia | Amway, J.P.Morgan, China Overseas, IPSA | 0.45 | H&M | (0.15) |
| 11 | 6 | MEC | H&M, Starwood Hotels Asia Pacific | 0.21 | Sony Asia Pacific | (0.29) |
| 12 | 12 | Maxus | AirAsia, Mirabell, SC Johnson Asia Pacific | 0.33 | Swire Properties Ltd | (1.08) |

CREATIVE AGENCIES

DDB maintained on top spot on the back of previous wins, followed by Ogilvy. McCann and M&C Saatchi made up the rest of the top four.

MEDIA AGENCIES

Carat maintained the top spot. OMD won Sony Asia Pacific and kept the second place. PHD and MPG made up the rest of the top four.

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.

