

## Creative New Business League(China) – Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	Dumex, China Telecom, Subway, Ku6, DuPont-Corian	64.2	BalaBala	62.2
<b>2</b>	<b>2</b>	<b>Grey Group</b>	OSIM, Vanke - Le Chateau Project, YingDa TaiHe Insurance	32.0	Shanghai Volkswagen's CRM	27.9
<b>3</b>	<b>9</b>	<b>BBDO</b>	Snickers and M&M, JNJ Baby, FIJI Water	27.3		27.3
<b>4</b>	<b>3</b>	<b>DDB</b>	China Olympic Council, Ciba Vision, UnionPay	29.7		27.1
<b>5</b>	<b>5</b>	<b>Saatchi and Saatchi</b>	Konka, Chivas Regal, Carlsberg, Chrysler	30.1	Amway	19.1
<b>6</b>	<b>4</b>	<b>M&amp;C Saatchi</b>	Coolpad, Watsons Pomegranate, AIA Juvenile	18.9		18.9
<b>7</b>	<b>6</b>	<b>McCann WorldGroup</b>	Haier- Casarte and Fisher & Paykel, Maybelline, L'Oreal Men	21.2	Midea	17.1
<b>8</b>	<b>7</b>	<b>Y&amp;R</b>	Annwa Bath, Gap, Zhenai.com	15.4		15.4
<b>9</b>	<b>8</b>	<b>Leo Burnett</b>	Amway, Skoda, Oppo, Anchor Beer	14.3		14.3
<b>10</b>	<b>13</b>	<b>Publicis</b>	Shanghai Jahwa, Yonghe, Paypal	17.7	Artistry	14.1
<b>11</b>	<b>10</b>	<b>Euro RSCG</b>	Bohi Cooking Oil, Hershey's Digital, Herborist	13.1		13.1
<b>12</b>	<b>11=</b>	<b>Bates</b>	3M, Four Seasons Hotels and Resorts, Green Court	19.1	Motilium	13.0
<b>13</b>	<b>11=</b>	<b>Dentsu</b>	UnionPay Digital, SH VW CRM	10.9		10.9
<b>14</b>	<b>18</b>	<b>TBWA</b>	Energizer Asia Pacific, Absolut Digital	7.9		7.9
<b>15</b>	<b>17</b>	<b>JWT</b>	Henkel, Wu Gu Dao Chang	11.2	Alpenliebe	5.7
<b>16</b>	<b>14</b>	<b>BBH</b>	Alpenliebe	5.5		5.5
<b>17=</b>	<b>15=</b>	<b>WE</b>	Kagome, Hung Fook Tong	4.8		4.8
<b>17=</b>	<b>15=</b>	<b>DraftFCB</b>	Mengniu Telunsu, Semir Digital	4.8		4.8
<b>19=</b>	<b>19</b>	<b>SapientNitro</b>	NBA China Games	6.0	Snickers and M&M	0.0
<b>19=</b>	<b>20=</b>	<b>Iris</b>		0.0		0.0
<b>19=</b>	<b>20=</b>	<b>Wieden &amp; Kennedy</b>		0.0		0.0
<b>22</b>	<b>22</b>	<b>Low</b>	Clarks Shoes, Founder Group	7.5	JNJ Baby	(9.6)

## Media New Business Scoreboard(China) –Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	PHD	Porsche, Langham Hotels	105.3		105.3
2	2	Carat	NBA, Timberland Digital, Pfizer	59.7		56.9
3	3	MEC	Goodbaby, Mercedes Benz, Candy Group	48.4	Wrigley	40.5
4	7	MPG	Levis, White Rabbit, KIA	13.2		13.2
5	4	Optimedia	Herbalife, Aershan Mineral Water	9.7		9.7
6	5	Maxus	Haier Branding, Baidu	10.6	Burberry Asia Pacific	9.6
7	6	Universal McCann	Guan Shen Yuen, Exxon Mobil, Shenzhen Metro	8.0		8.0
8	8	ZenithOptimedia	China Merchant Bank (Credit card), Aviva	3.9		3.9
9	9	OMD	AXA, Pepsi Foods	29.7	Shangri-la Asia Pacific	3.1
10	10	Vizeum		2.9		2.9
11	11	Initiative		0.0		0.0
13	13	MediaCom	InBev, Gap	7.2	Langham Hotels	(0.7)
13	12	Zenith	HTC, Reckitt Benckiser, BJ Tourism Board	17.2	InBev	(2.6)
14	14	Starcom MediaVest	Mars - Wrigley, Voltaren Emulgel, Shanghai Jahwa, Siemens	22.2	PingAn Planning	(10.3)
15	15	Mindshare	Proya, Samsonite, Mucosolvan, IHG	33.1	Unilever	(74.8)

### CREATIVE AGENCIES

Ogilvy added more work from Dumex and China Telecom. WPP sister agency Grey continued its strong year, securing projects from Osim and property giant, Vanke. BBDO jumped into the top three, off the back of two big wins from global clients JNJ and Mars. And DDB moved to fourth spot with some more work from the China Olympic Council.

### MEDIA AGENCIES

PHD stayed in top spot, but Carat continued to close the gap win the win of NBA and Timberland Digital. Despite the loss of Wrigley to Starcom, MEC stayed in third place. The fastest mover this month was MPG, moving to fourth with Levi's, White Rabbit and KIA wins.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.