

Creative New Business League(China) – June 2010

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (RMB m) | Recent Losses | Overall YTD Revenue (RMB m) |
|--------------------------------|--------------------------------|---------------------------------|--|--|------------------------------|--|
| 1 | 1 | Ogilvy | Lafaso, Lifespace (Tesco), Ajisen, Bawang | 39.2 | BalaBala | 37.2 |
| 2 | 3 | Grey Group | OSIM, Vanke - Le Chateau Project, YingDa TaiHe Insurance | 30.8 | Shanghai Volkswagen's CRM | 26.7 |
| 3 | 2 | DDB | Lipton, Grand Sun, Cheung Kong Graduate School | 23.2 | | 23.2 |
| 4 | 4 | M&C Saatchi | Watsons Pomegranate, AIA Juvenile | 19.8 | | 19.8 |
| 5 | 7 | McCann WorldGroup | Haier- Casarte and Fisher & Paykel, Maybelline, L'Oreal Men | 20.8 | Midea | 16.7 |
| 6 | 8 | Euro RSCG | BalaBala, HP IPG | 11.8 | | 11.8 |
| 7 | 5 | Saatchi and Saatchi | Carlsberg, Chrysler, White Rabbit, Pacific Brands | 22.6 | Amway | 11.6 |
| 8 | 6 | Y&R | Fortune Medicine, Gap | 11.5 | | 11.5 |
| 9 | 10 | Leo Burnett | Anchor Beer, Octavia, Siemens | 10.8 | | 10.8 |
| 10 | 9 | Bates | Mengniu Project, Vanke, Sina | 14.7 | Motilium | 8.5 |
| 11 | 12= | Lowe | Clarks Shoes, Founder Group | 7.5 | | 7.5 |
| 12 | 11 | Publicis | New World Real Estate "Golden lake Jade Villa" Project | 8.9 | Shenzhen Development Bank | 7.2 |
| 13 | 12= | BBH | Alpenliebe | 5.5 | | 5.5 |
| 14 | 14 | WE | Kagome, Hung Fook Tong | 4.8 | | 4.8 |
| 15 | 15 | Dentsu | Shanghai Volkswagen's CRM | 4.1 | | 4.1 |
| 16= | 16 | SapientNitro | Knorr's KCP Chicken Powder Digital | 3.4 | | 3.4 |
| 16= | 18 | BBDO | FIJI Water, Kappa | 3.4 | | 3.4 |
| 18 | 17 | TBWA | Pfizer Wyeth, Standard Chartered Bank, Mercedes, Shanghai Tang | 3.0 | | 3.0 |
| 19 | 19 | DraftFCB | Semir Digital | 1.4 | | 1.4 |
| 20 | 20 | JWT | Sony Handycam | 5.7 | Alpenliebe | 0.2 |
| 21= | 21= | Iris | | 0.0 | | 0.0 |
| 21= | 21= | Wieden & Kennedy | | 0.0 | | 0.0 |

Media New Business Scoreboard(China) –June 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 | 59.5 | | 57.4 |
| 3 | 3 | MEC | Mercedes Benz, Candy Group, Chrysler | 48.2 | Wrigley | 40.3 |
| 4 | 5 | Optimedia | Herbalife, Aershan Mineral Water | 9.7 | | 9.7 |
| 5 | 4 | Maxus | Haier Branding, Baidu, HuaRun | 10.4 | Burberry Asia Pacific | 9.4 |
| 6 | 6 | Universal McCann | Shenzhen Metro, Burberry Asia Pacific | 6.6 | | 6.6 |
| 7 | 9 | MPG | Levis, White Rabbit, KIA, Puig | 6.2 | | 6.2 |
| 8 | 8 | ZenithOptimedia | China Merchant Bank (Credit card), Aviva | 3.9 | | 3.9 |
| 9 | 10 | OMD | AXA, Pepsi Foods | 29.7 | Shangri-la Asia Pacific | 3.1 |
| 10 | 11 | Vizeum | | 2.9 | | 2.9 |
| 11 | 12 | Initiative | | 0.0 | | 0.0 |
| 12 | 7 | Zenith | Reckitt Benckiser, BJ Tourism Board | 10.4 | Mars | (4.3) |
| 13 | 13 | MediaCom | Gap | 2.1 | Langham Hotels | (5.8) |
| 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

China's creative leader, Ogilvy, maintained top position in the New Business League this month with wins from Ba Wang and Lafaso. Grey Group moved up to second position, through a host of BTL wins from G2 Starecho, in addition to a good performance from the main agency. DDB dropped to third position as a result, and M&C Saatchi maintained their fourth position

MEDIA AGENCIES

With Unilever on board, PHD maintained a comfortable lead over the other agencies in the Media Agency League. Carat picked up more work from NBA, Timberland and Pfizer to keep hold of second spot. MEC consolidated the Mercedes Benz business to continue in third position and Optimedia kept its fourth spot

METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.