

Creative New Business League(Hong Kong) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Concordia, Pfizer, Knife Edible Oil, Lee Kum Kee	3.2		3.2
2	3	Euro RSCG	Pizza Hut, IBM Digital Asia Pacific, Sony Vaio, Dole	2.4		2.4
3	2	Ogilvy	UPS Asia Pacific, Hong Kong Disney Land, Trade Business, Yahoo, Shangri-la	2.8	Pizza Hut	1.6
4	4	Grey Group	Allianz Asia Pacific, ESPN Star Sports Asia Pacific	0.7		0.7
5	5	TBWA	Open University HK, Swire Hotels(Asia-Pacific), CSL	1.4	Shangri-la Global	0.5
6	6	Publicis	Hong Kong Government	0.4	Vita Sansui	0.4
7	7	Bates	Heineken	0.3		0.3
8=	8=	Y&R	Nokia Digital (Asia Pacific)	0.2		0.2
8=	8=	DraftFCB	Cigna	0.3	Vitasoy	0.2
10	10	M&C Saatchi	HK Disneyland , Invest Hong Kong	0.9		0.1
11=	12=	Saatchi and Saatchi	Merck Sharp Dohme Asia Pacific	0.1	ESPN Star Sports Asia Pacific	0.0
11=	11	McCann WorldGroup	Volkswagen, Allergan Asia Pacific	0.1		0.0
13=	12=	Lowe		0.0	Surf Asia Pacific	(0.1)
13=	12=	Leo Burnett	Mission Hills, Philippine Airlines Global	0.2	Kelloggs Part Asia Pacific	(0.1)
15=	15	BBDO	Blue Cross Insurance, Mars- Confectionery, Diageo	0.2	Sony Vaio	(0.4)
15=	16	JWT	Shuk tak, CP Lotus, Kelloggs Asia Pacific	0.4		(0.4)

Media New Business Scoreboard(Hong Kong) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Prudential - Digital, Emirates - Digital, ANZ, Nokia	3.3	RBS	3.1
2	2	OMD	Neo Derm, Chief Securities, Acer, Vodafone Asia Pacific	2.3	Allianz Asia Pacific	1.9
3	3	PHD	Koa, Diyixian.com, Asana Media	1.7	Asana Media	1.3
4	4	Universal McCann	AIA, ASANA Wellness	1.2	UPS Asia Pacific	1.0
5	5	MPG	Hermes, Hyundai Asia Pacific, Chief	0.9	Swarovski Asia Pacific	0.7
6	6	Starcom MediaVest	Warner Bros, HK Exchange	0.5		0.5
7=	7=	Mindshare	Bausch & Lomb, A2, Securities Future Commission	0.7	DBS	0.4
7=	7=	MEC	Octopus	0.4		0.4
9	9=	Initiative	Durex, Rabobank, CIGNA Insurance, SmarTone Vodafone	0.3		0.3
10=	9=	ZenithOptimedia	Reckitt Benckise Asia Pacific, Korea Tourism Asia Pacific, TM International Global	0.5	HP (Asia Pacific)	0.2
10=	11	Maxus	Lee Kum Kee, Burger King, UPS Asia Pacific	0.5	Estee Lauder	(0.2)
12	12	MediaCom	Sensa Cools, Allianz Asia Pacific, Kerry Communication	0.9	Nokia	(0.5)

CREATIVE AGENCIES

DDB finished the year on top with around 20 wins, the biggest of which included Shangri-la, Hong Kong Disneyland and MTR. Euro RSCG moved to the second spot at the last month, with wins including Pizza Hut, DBS, Sony Vaio and Dole. Ogilvy and Grey finished third and fourth respectively

MEDIA AGENCIES

Carat finished the year on top with more than 30 wins, the biggest of which included Nokia, ANZ and Emirates Digital. OMD maintained the second place with several massive wins including Vodafone and Wyeth. PHD and Universal McCann finished third and fourth respectively.

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.