

## Creative New Business League(AP) – Dec 2009

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	Emery Oleochemicals Group Malaysia, Times Property China, Godrej Consumer India, Godrej Hi-Care India	46.6	Pizza Hut HK	34.9
<b>2</b>	<b>2</b>	<b>DDB</b>	Henkel Korea, Nestle BTL Indonesia, Miiow China, Urban Redevelopment Authority Singapore, MY FM India	36.3	Big TV India	34.0
<b>3</b>	<b>3</b>	<b>Y&amp;R</b>	Noosa Australia, Berger Weather Coat India, Midea Bath Water Heater China, Kalbe Nutritionals Indonesia, Haagen-Dazs Japan	25.0	Burger King New Zealand	20.6
<b>4</b>	<b>4</b>	<b>McCann WorldGroup</b>	CCJC Japan, Safio Australia, Kopiko Philippines, Novartis Thailand	22.8	Barclays Bank Indonesia	19.5
<b>5</b>	<b>5</b>	<b>Euro RSCG</b>	IBM Digital Asia Pacific, Pizza Hut Hong Kong, RS Components Asia Pacific, Bank of Baroda India	21.1	Cadbury Australia	18.4
<b>6</b>	<b>7</b>	<b>Saatchi and Saatchi</b>	Merck Sharp Dohme Asia, MTS India, Cadbury Dairy Milk Australia, Orang Tua Indonesia	16.0	Kalbe Nutritionals Indonesia	12.1
<b>7</b>	<b>8</b>	<b>JWT</b>	Chemmart Australia, Shuk tak Hong Kong, Rivon Bakery Taiwan, Tata Realty India, Sony Vaio India	17.1	San Jiu Derma Products China	11.8
<b>8</b>	<b>10</b>	<b>TBWA</b>	Style Spa India, SCG - Tra Chang Thailand, Delhi Development India, Hyundai Card Korea	17.8	St George Australia	10.8
<b>9</b>	<b>6</b>	<b>BBH</b>	VAT 69 India, Vaseline India, Minute Maid SEA & China, Unilever - Becel India	10.4		10.2
<b>10</b>	<b>9</b>	<b>Grey Group</b>	Tencent China, Conde Nast India, JSW India, Siam Park City Thailand	10.0		9.1
<b>11</b>	<b>12</b>	<b>Leo Burnett</b>	Indian Express, Samsung Mobile India, Siam commercial Bank Thailand, Mission Hills Hong Kong	11.5	Yatra.com India	6.9
<b>12</b>	<b>11</b>	<b>BBDO</b>	Krungsriayudhya Card Thailand, Trussardi China, Asia Motor Works India, Astro Malaysia	13.3	Chrysler Australia	6.1
<b>13</b>	<b>13</b>	<b>Bates</b>	Apollo Hospitals India, Green Valley India, Heineken Hong Kong, TVS Motors India, Vitalon Taiwan	7.3	Family Credit India	5.9
<b>14</b>	<b>16</b>	<b>DraftFCB</b>	Tata Domoco India, Sundrop India, Cigna HK, Three Bond Japan	4.2	USHA International India	3.9
<b>15</b>	<b>15</b>	<b>Lowe</b>	Tata Tea India, AXE Philippines, Philip Morris Indonesia, Founder China, Nippon Paint Thailand	7.5	Berger Weather Coat India	3.6
<b>16</b>	<b>14</b>	<b>Iris</b>	Pond's BTL Asia, Lux BTL Asia Pacific, Visit Britain SEA, MTS India	3.6	Smirnoff Singapore	3.4
<b>17</b>	<b>17</b>	<b>Wieden &amp; Kennedy</b>	Nokia India, eBay India, Nike Japan, Play Station Japan	3.4	GM India	3.0
<b>18</b>	<b>18</b>	<b>Publicis</b>	Sah Petroleum India, Cadbury Australia, Philips Digital China	5.6	Dairy Milk Australia	1.2
<b>19</b>	<b>19</b>	<b>M&amp;C Saatchi</b>	WB India, Cerebos China, HK Disneyland Hong Kong	4.3	ANZ New Zealand	0.5

## Media New Business Scoreboard(AP) – 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	Pirelli China, Nihon Acer Japan, Emirates - Digital HK, Fox Korea	28.6	P&G Philippines	25.3
2	2	OMD	Vitasoy China, Canton Fair China, Public Bank Malaysia, VISA India, Silver Fern Farms New Zealand	25.9	Allianz Asia Pacific	23.1
3	3	ZenithOptimedia	Littlestar Services Australia, Anhui Mobile China, Worklife Harmony Singapore, Disney Leisure Taiwan	34.0	Hyundai China	21.6
4	4	MPG	Water Oasis Group China, AQUA Indonesia, INQ Mobile Singapore, Reckitt Benckiser Pakistan	13.2	Swarovski Regional	12.4
5	6	Mindshare	Oppo China, Shenzhen Mobile China, Sime Darby's Australia, Yamaha Motors India	20.4	Lafarge India	10.7
6	5	PHD	Koa Hong Kong, SSGC Pakistan. Bristol Myers-Squibb Australia	11.7	Chrysler China	10.0
7=	8	Universal McCann	Chrysler China, Omega China, YSL Japan, Tata Docomo India, Bangkok Mediplex Center Thailand	12.8	Usha India	8.6
7=	7	MEC	Candy China, HNG India, Jay Gee Singapore, HBO Indonesia	10.9	BNZ New Zealand	8.6
9	9	Maxus	Network Video Retail Australia, Vaccines Philippines, Titan Vietnam, Red Bull India	8.0	Disney India	3.4
10	10	Vizeum	Beijing Mobile China, Essar India, BPI Australia	4.0	Danone China	2.0
11	11	MediaCom	Le Conte China, Monarch China, Sensa Cools Hong Kong, Adani Power India	14.8	David Jones Australia	0.4
12	12	Initiative	Nippon Paint Thailand, PCA Life Insurance Korea, Durex Hong Kong, Rabobank Australia	3.7	The Nine Network (planning) Australia	(1.4)
13	13	Starcom MediaVest	Avon India, Renren.com China, Malaysia Airlines Global	7.2	Tetra Pak India	(2.6)

### CREATIVE AGENCIES

Ogilvy finished the year on top with over 400 wins, the biggest of which included Myer Australia, Shangri-la Global and UPS globally. DDB was closest pursuer throughout 2009, led by Reebok Asia Pacific and VW China. Both Y&R and McCann maintained third and fourth respectively with some positive wins this month.

### MEDIA AGENCIES

Carat capped a successful 2009 by maintaining its top position, with the three largest wins of Nokia globally, Bayer China and Disney Australia. OMD also had a strong year – winning a third less individual clients, but big wins from Pepsi, Danone and others in China. ZenithOptimedia was a close third, with MPG performing very well to come fourth

### 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](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.

## 2009 Asia-Pacific Holding Company New Business Performance

Holding Company	Creative (US \$m)	Media (US \$m)	Total (US \$m)	VS 2008
<b>WPP</b>	82.2	23.1	105.3	-28.5%
<b>Omnicom</b>	50.8	33.1	84.0	-12.9%
<b>Publicis</b>	25.4	19.0	44.4	8.0%
<b>Interpublic</b>	27.0	8.3	35.3	-37.6%
<b>Havas</b>	18.4	12.4	30.8	34.9%
<b>Aegis</b>	0.0	27.3	27.3	3.2%

## 2009 Asia-Pacific Top 10 Creative Wins

Agency	Account	Market
Ogilvy	Myer	Australia
Leo Burnett	Telkomsel	Indonesia
DDB	Reebok	Asia Pacific
McCann	Boehringer Ingelheim	Japan
BBH	STB	Global
Ogilvy	Telstra	Australia
Ogilvy	UPS	Asia Pacific
Y&R	Nokia Digital	Asia Pacific
Saatchi Saatchi	Amway	China
Euro RSCG	IBM Digital	Asia Pacific
BBH	Surf	Asia Pacific

## 2009 Asia-Pacific Top 10 Media Wins

Agency	Account	Market
Carat	Nokia	Asia Pacific
PHD	HP	Asia Pacific
OMD	Vodafone	Asia Pacific
ZenithOptimedia	China Mobile	China
OMD	Pepsi	China
OMD	Danone	China
ZenithOptimedia	Reckitt Benckiser	Asia Pacific
MPG	Hyundai	Asia Pacific
MEC	STB	Global
MEC	Singapore Airlines	Global