

Creative New Business League(AP) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	COFCO China, AS Watsons Hong Kong, Johnson's Baby South Korea, Olive Telecom India	48.39	Indosat Indonesia	39.34
2	2	Ogilvy	J&J Shower to Shower China, Jia Duo Bao China, Adidas India, Taichung City Government Taiwan	41.31	361 Degrees China	33.80
3	3	Leo Burnett	Nintendo Australia, Sky 100 Hong Kong, Squid Brand Fish Sauce Thailand	25.59	HomeTown India	24.44
4	4	BBDO	Tata Australia, Emirates Airlines India, Soo Kee Jewellery Singapore	26.20	Allianz Singapore	22.80
5	5	Grey Group	360buy.com China, LG Home Appliances South Korea, Wyeth Aqiva Philippines	23.82	Audi India	22.42
6	6	Publicis	Mayflower China, Subway New Zealand, Apollo Tyres India	19.23	Boehringer Ingelheim(Mucoangin) China	17.65
7	7	Y&R	Jenny Craig Australia, China Southern Airlines China, Prince Hotels Japan	19.68	Colgate India	16.13
8	8	M&C Saatchi	UDOT Jeans China, Sony J Series China	17.46	Max New York Life India	14.91
9	10	Euro RSCG	Pfizer Asia Pacific, Carlsberg Hong Kong, China Trust Taiwan	15.09	Dainik Bhaskar India	13.64
10	12	McCann WorldGroup	Nestle Philippines, Amarin Book Center Thailand, Britannia Dairy India	20.08	Loop Mobile India	13.13
11	9	TBWA	Shinyoung Wacoal South Korea, Standard Chartered Bank Vietnam	21.69	Canton Trade Fair China	12.65
12	11	DraftFCB	Suntory (Beer) China, Boehringer Ingelheim(Mucoangin) China, Air India	14.60		12.50
13	13	JWT	Airtel India, Indosat Indonesia, Shilla Mutual Saving Bank South Korea	16.65	Jenny Craig Australia	12.34
14	14	Dentsu	China Unicom, Amway China, TOYOTA Australia	7.51		7.51
15	15	Bates	361 Degrees China, LG Taiwan, Arla Foods Vietnam	10.45	Suntory (Beer) China	7.35
16	16	BBH	Johnnie Walker India, Lakme Lever India	3.20	Star CJ India	3.15
17	19	SapientNitro	GSK Asia Pacific, Unilever OMO China	2.70		1.70
18	17	Iris	Avaya India, Mankind Pharma India	1.56		1.56
19	18	Wieden & Kennedy	HCL Technologies India, The Park Hotel India, Budweiser India	1.00		1.00
20	20	Lowe	Mengniu China, Grasim Industries India	11.20	ICICI Bank India	-0.59
21	21	Saatchi and Saatchi	ONGC India, BPCL New Retail Initiative India	10.35	Maxima Watches India	-2.22

Media New Business League(AP) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	PHD	National Australia Bank Australia, Natural Gas Australia, Red Bull Philippines	24.29	Tiffany China	22.67
2	2	Starcom MediaVest	Radio One India, United Technologies India, Sanofi-Aventis Japan	24.68	Bayer Australia	22.03
3	3	MEC	Bauhinia Paints China, Yeo Hiap Seng Malaysia, Matisse Whisky Taiwan	22.12	Pidilite Industries India	19.52
4	4	Carat	FANCL Hong Kong, SKY100 Hong Kong, Nikon India	21.27	IAG Australia	16.11
5	6	Mindshare	Yili China, Wella Hair Cosmetics India	38.25	Yili(part) China	12.73
6	5	Universal McCann	Yili(part) China, Easy Buy Thailand, Virgin Mobile India	14.02	BMS South Korea	11.58
7	7=	Maxus	L'Oreal Thailand, ICI Paints India, Vodafone India	9.93	Friso Hong Kong	8.68
8	7=	ZenithOptimedia	Bel Cheese Hong Kong, Air India, Mitsubishi Lancer India	22.40	L'Oreal Thailand	8.40
9	7=	MediaCom	Penrite Oils Australia, Australian Radio Network Australia, Schneider Electric Hong Kong	12.59	FANCL Hong Kong	8.27
10	10	MPG	JP Morgan Hong Kong, AXA Indonesia, NTUC Healthcare Singapore	8.46	Voltas India	8.25
11	11	OMD	Sangam India, Paramount Farms India, Health Promotion Board Singapore	17.56	Breville Australia	6.53
12	12	Vizeum	Dynamix India, UNI Television India, UNI Television Thailand	3.62		3.62
13	13	Initiative	SB Furniture Group Thailand, Za Cosmetics Thailand, Robert Half Australia	2.31	Macquarie Bank Australia	0.84

CREATIVE AGENCIES

DDB finished the year on top with more than 300 individual wins across multiple disciplines and markets, led by Telstra Australia, and regional work for Huawei and J&J. Ogilvy was closest pursuer, winning more individual assignments, but on average at a lower revenue rate. Leo Burnett and BBDO maintained third and fourth position respectively for the year.

MEDIA AGENCIES

With the Greater China Unilever win under its belt earlier in the year, PHD was always going to be tough to beat for media leadership, but it was the Australia office with NAB, Pepsi, Electrolux and others that helped them get there. Starcom maintained second position with more than 100 wins including Liby and Shanghai Jahwa in China. MEC ended the year third with Carat fourth. MEC ended the year third with Carat fourth.

METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.



2010 Asia-Pacific Holding Company New Business Performance

Holding Company	Creative (US \$m)	Media (US \$m)	Total (US \$m)	VS 2009
WPP	92.0	49.2	141.2	34.1%
Omnicom	74.8	29.2	104.0	23.8%
Publicis	39.4	30.4	69.8	57.5%
Interpublic	25.0	13.0	38.0	7.7%
Havas	13.6	8.3	21.9	-28.8%
Aegis	0.0	19.7	19.7	-27.8%

2010 Asia-Pacific Top 10 Creative Wins

Agency	Account	Market
BBDO	JNJ Baby	Asia Pacific
DraftFCB	Nivea	Asia Pacific
M&C Saatchi	David Jones	Australia
TBWA	IAG	Australia
BBDO	Virgin Blue	Australia
Y&R	Tiger Beer	Singapore
Grey	GlaxoSmithKline - Panadol	Asia Pacific
TBWA	National Australia Bank	Australia
TBWA	Energizer	Asia Pacific
BBDO	Platinum Guild	China

2010 Asia-Pacific Top 10 Media Wins

Agency	Account	Market
PHD	Unilever	China
MindShare	Unilever	India
MindShare	L'Oreal	China
MindShare	Bayer	Asia Pacific
ZenithOptimedia	China Mobile	China
MindShare	Yili	China
MEC	Amway TV Assignment	China
OMD	Pepsi Foods	China
Carat	China Telecom	China
Starcom	Mars and Wrigley	China