

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

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (RMB m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (RMB m)</b>
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	J&J Shower to Shower, Jia Duo Bao, Ren Ren	106.56	361 Degrees	88.10
<b>2</b>	<b>2</b>	<b>BBDO</b>	Platinum Guild International, Theodore Alexander	42.38		42.38
<b>3</b>	<b>3</b>	<b>DDB</b>	COFCO, Ciba Vision, Hua Wei	40.40	Energizer Asia Pacific	37.84
<b>4</b>	<b>4</b>	<b>Grey Group</b>	Hilton, 360Buy.com, Mercedes-Benz	39.37	Shanghai Volkswagen's CRM	35.27
<b>5</b>	<b>5</b>	<b>Publicis</b>	Mayflower, Timier, Golden Valley of CMPD, SuperB of Skoda	39.72	Boehringer Ingelheim (Mucoangin)	33.02
<b>6</b>	<b>6</b>	<b>Saatchi and Saatchi</b>	Marie Claire, digu.com, Sanofi Aventis	41.01	Amway	30.07
<b>7</b>	<b>7</b>	<b>M&amp;C Saatchi</b>	UDOT Jeans, Sony - J series, Menplus	26.18		26.18
<b>8</b>	<b>8</b>	<b>Dentsu</b>	China Unicom, Amway	22.56		22.56
<b>9</b>	<b>11</b>	<b>McCann WorldGroup</b>	Haier- Casarte and Fisher & Paykel, Intel, Maybelline	26.09	Midea	21.99
<b>10</b>	<b>13</b>	<b>DraftFCB</b>	Suntory (Beer), Boeing, Boehringer Ingelheim (Mucoangin)	23.58	East Dawning	20.85
<b>11</b>	<b>9</b>	<b>Leo Burnett</b>	Jomoo, Yutong, Asurion	19.10		19.10
<b>12</b>	<b>10</b>	<b>Y&amp;R</b>	China Southern Airlines, Annwa Bath, Gap	18.32		18.32
<b>13</b>	<b>12</b>	<b>JWT</b>	Tonlion, Hanvon Touchpad, Henkel	23.20	Alpenliebe	17.74
<b>14</b>	<b>14</b>	<b>Euro RSCG</b>	Pfizer Asia Pacific, Qimen Tea	16.54		16.54
<b>15</b>	<b>15</b>	<b>Bates</b>	361 Degrees, Hua Tai Securities, 3M, Four Seasons Hotels and Resorts	22.90	Suntory (Beer)	14.01
<b>16</b>	<b>18</b>	<b>Lowe</b>	Mengniu, Taobao Mall, Natural Beauty	25.29	JNJ Baby	8.20
<b>17=</b>	<b>16</b>	<b>BBH</b>	Alpenliebe	5.47		5.47
<b>17=</b>	<b>20=</b>	<b>SapientNitro</b>	Unilever OMO, GSK Asia Pacific	12.30	Snickers and M&M	5.47
<b>19</b>	<b>17</b>	<b>WE</b>	Kagome, Hung Fook Tong	4.78		4.78
<b>20=</b>	<b>20=</b>	<b>Iris</b>		0.00		0.00
<b>20=</b>	<b>20=</b>	<b>Wieden &amp; Kennedy</b>		0.00		0.00
<b>22</b>	<b>19</b>	<b>TBWA</b>	Embry, Beijing Chang Le Property Development, Absolut Digital	9.43	Canton Trade Fair	<b>-0.14</b>

## Media New Business League(China) –Dec 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	105.33	Tiffany	101.91
2	2	Carat	Tiffany, NBA, Timberland Digital	63.07		60.34
3	3	MEC	Bauhinia Paints, Wonderful Pistachio	58.99	Wrigley	51.13
4	4	Starcom MediaVest	Samsung Insurance, Liby, Shanghai Jahwa	66.67	PingAn Planning	34.21
5	5	Zenith	China Mobile, HTC, Reckitt Benckiser	51.40	InBev	31.58
6	6	MPG	White Rabbit, Clarks, Cigna	16.41		16.41
7	8	Universal McCann	Foodstar, Yili(part)	15.86		15.86
8	7	Maxus	Hanvon, Haier Branding, Baidu	13.36	Burberry Asia Pacific	12.34
9	10	ZenithOptimedia	China Merchant Bank (Credit card), Aviva	7.35		7.35
10	9	OMD	Zhenai.com, Vinda, Monster.com	34.35	UTC	6.84
11	11	Vizeum		3.31		3.31
12	12	MediaCom	Tempur, Swatch Group, UPI, InBev	10.94	Langham Hotels	3.08
13	13	Initiative		0.00		0.00
14	15	Mindshare	Yili, Guangdong Development Bank, L'Oreal	105.26	Yili(part)	-6.15
15	14	Optimedia	Daphne, Mendale	16.34	L'Oreal	-24.67

### CREATIVE AGENCIES

With so many wins across multiple disciplines, Ogilvy had more the double the new business revenue of second placed BBDO, who had an otherwise excellent year, bagging Platinum Guild and J&J Baby China. Omnicom sister agency DDB ranked third overall , with Grey China having a strong year for them , ranked in fourth

### MEDIA AGENCIES

Unilever, Porsche and other big wins kept PHD at the top of the media table throughout the year, despite the loss of Tiffany at year's end. Carat, the Tiffany winner, came second overall with big victories online and offline. MEC and Starcom maintained third and fourth positions.

### 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](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.