

## Creative New Business League(Hong Kong) –Dec 2010

<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>DDB</b>	A.S. Watsons, Convoy Finance, Henderson Land Development Company	6.37	Chow Tai Fook	5.00
<b>2</b>	<b>2=</b>	<b>DraftFCB</b>	Nivea, Chow Tai Fook, China Mobile, Carlsberg	2.80	Bank of China	2.00
<b>3</b>	<b>2=</b>	<b>Publicis</b>	City of Dreams Digital, PayPal, South China Morning Post	1.95		1.95
<b>4</b>	<b>4</b>	<b>M&amp;C Saatchi</b>	Huawei Mobile Phone, Convoy, Hong Kong Broadband, ONC Lawyers	1.21		1.21
<b>5</b>	<b>5</b>	<b>Grey Group</b>	StarWorld Hotel, Ferrero, Roche	0.97	China Mobile	0.87
<b>6</b>	<b>6</b>	<b>Ogilvy</b>	Prudential, Ka Wah Property, Swire Pacific Place Mall	0.94	Panadol	0.84
<b>7</b>	<b>7=</b>	<b>BBDO</b>	AsiaRooms.com, JNJ Baby	0.60		0.60
<b>8</b>	<b>9=</b>	<b>Euro RSCG</b>	Pfizer Asia Pacific, Hutchinson DBS, Dulux	0.56		0.56
<b>9</b>	<b>7=</b>	<b>McCann WorldGroup</b>	Ngong Ping 360, Bayer, Merck Sharp & Dohme, GM	0.50		0.50
<b>10</b>	<b>12=</b>	<b>Leo Burnett</b>	Sky 100, Sony Alpha, Samsung	0.42		0.42
<b>11=</b>	<b>9=</b>	<b>TBWA</b>	Energizer, Sun Life, Accessorize	0.70	Nivea	0.40
<b>11=</b>	<b>9=</b>	<b>Bates</b>	Fuji Xerox	0.40		0.40
<b>13</b>	<b>12=</b>	<b>Y&amp;R</b>	Alcon, LG Electronics	0.20		0.20
<b>14=</b>	<b>14=</b>	<b>Saatchi and Saatchi</b>		0.00		0.00
<b>14=</b>	<b>14=</b>	<b>Dentsu</b>		0.00		0.00
<b>16</b>	<b>16</b>	<b>JWT</b>	Hutchison Whampoa	0.39	PPS	<b>-0.21</b>
<b>17</b>	<b>17</b>	<b>Lowe</b>		0.00	JNJ Baby	<b>-0.50</b>

# Media New Business League(Hong Kong) –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	PHD	Clarins, Unilever, A.S. Watson	1.95		1.95
2	3=	Carat	FANCL, SKY100, Friso	1.87		1.82
3	2	OMD	HTC, Hong Kong Jockey Club	1.97	GMI	1.57
4	3=	Starcom MediaVest	Sanofi Aventis, Bank of America, GMI	1.19	Kellogs	0.94
5	6=	Maxus	Swatch Group, AEGON, MCM	0.85	Friso	0.63
6	6=	Initiative	SmarTone Vodafone, SmarTone Macau	0.60		0.60
7	6=	Universal McCann	Ngong Ping 360, Burberry Asia Pacific, AIA Asia Pacific	0.79		0.56
8	9	MEC	Ageas Insurance, Blackrock, Lloyds TSB, Japan Tourism	0.44		0.44
9	5	MediaCom	Fairton International Group, Schneider Electric	1.03	FANCL	0.28
10	10	MPG	IVDC, JP Morgan	0.23		0.13
11	11=	ZenithOpti media	Bel Cheese, Aviva	0.61	HTC	-0.19
12	11=	Mindshare	GSK, Kellogs, H2O, Cheung Kong Property	1.45	Hong Kong Jockey Club	-0.60

## CREATIVE AGENCIES

DDB finished the year on top with over twenty wins, the biggest of which included AS Watsons and Asobio. DraftFCB was placed second, claiming Kowloon Motor Bus and Chow Tai Fook, followed by Publicis, who won City of Dreams. M&C Saatchi made up the rest of the top four.

## MEDIA AGENCIES

Unilever and A.S. Watson kept PHD on the top of 2010 Media agency league. Carat was a close second, securing FANCL and SKY100. OMD was placed third, winning HTC and AXA. Starcom made up the rest of the top four.

## 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.

