

## Creative New Business League(AP) –December 2011

<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>	Richemont China, Hanbit Soft Korea, American Express Hong Kong	43.50	Telstra CRM Australia	32.07
<b>2</b>	<b>2</b>	<b>DDB</b>	Cipla Pharmaceuticals India, Selecta Moo Philippines	43.93	Acer 2012 Olympics China	31.83
<b>3</b>	<b>5</b>	<b>Leo Burnett</b>	TRUenergy Australia, Samsung Galaxy SII India, Huiyuan Group China	22.90	AIA Group Regional	21.30
<b>4</b>	<b>4</b>	<b>Publicis</b>	CMB B2B China, Chang An Auto China, HB Pictures China	18.77		17.82
<b>5</b>	<b>3</b>	<b>BBDO</b>	ExxonMobil Asia Pacific, Ozone Ayurvedics Nomarks India, Vibo Telecom Taiwan	19.08	Krungsri Bank Thailand	17.01
<b>6</b>	<b>8</b>	<b>Saatchi and Saatchi</b>	X-Step China, Kraft Ritz China, HTC Singapore	17.15		16.59
<b>7</b>	<b>7</b>	<b>TBWA</b>	AIA Group Regional, Rosetta Stone Korea, Unilever Australia	20.73		14.19
<b>8</b>	<b>6</b>	<b>Grey Group</b>	Qualcomm India, Yuhan Pharmaceutical Korea, Converse Korea	12.51		12.31
<b>9</b>	<b>9</b>	<b>Lowe</b>	United Pharma Vietnam, Maruti Suzuki's MPV Ertiga India	12.44		12.14
<b>10</b>	<b>10</b>	<b>Y&amp;R</b>	Krungsri Bank Thailand, Softex Indonesia, GZ Metro China	12.49		10.47
<b>11</b>	<b>12</b>	<b>JWT</b>	Gold Developers India, Livart Korea, Abbott Healthcare India	12.21	Johnnie Walker Australia	9.91
<b>12</b>	<b>11</b>	<b>M&amp;C Saatchi</b>	Future Group T24 Mobile India	11.66		9.26
<b>13</b>	<b>13</b>	<b>Euro RSCG</b>	Suntory China, SH Telecom China, Aeon Taiwan	10.22		5.52
<b>14</b>	<b>14</b>	<b>McCann WorldGroup</b>	China Telecom, Ferring Japan, San Miguel Light Anti-Alco Popd Philippines	12.18	Lufthansa Asia Pacific	4.57
<b>15</b>	<b>15</b>	<b>Bates</b>	Lee Jeans Philippines, Hershey's Philippines	2.40	Sanofi 21 Super Vita China	2.15
<b>16</b>	<b>16</b>	<b>BBH</b>		2.25		1.25
<b>17</b>	<b>17</b>	<b>Iris</b>	Coca-Cola Asia Pacific	0.78		0.70
<b>18</b>	<b>18</b>	<b>Dentsu</b>	Dharampal Satyapal Group India, UIDAI India	3.03	AICEL India	(1.18)
<b>19</b>	<b>19</b>	<b>SapientNitro</b>	Coca-Cola Asia Project China, Bacardi China	1.30	Unilever Australia	(2.25)
<b>20</b>	<b>20</b>	<b>Wieden &amp; Kennedy</b>		3.70	Nokia Asia Pacific	(4.30)
<b>21</b>	<b>21</b>	<b>DraftFCB</b>	Acer 2012 Olympics China, Sanofi 21 Super Vita China, Vinda paper China	3.74	Suntory China	(11.30)

## Media New Business League(AP) –December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Sara Lee Moccona Thailand, balabala China, Sony Asia Pacific	32.74	AXA Regional	22.72
2	2	MediaCom	NSW Government Australia, FANCL Hong Kong, Revlon Asia Pacific	22.90	Hitachi China	20.74
3	3	ZenithOptimedia	Huiyuan Group China, Motorola Digital Singapore, Momo Taiwan	21.61	L'Oreal Vietnam	16.52
4	6	MPG	AXA Regional, Toshiba Digital Singapore, Air Asia Philippines	20.11		16.20
5	5	Starcom MediaVest	Novartis Asia Pacific, SuperMax India, AV Jennings Australia	25.54	P&G Regional	14.79
6	4	Carat	Pernod Ricard Group China, Philips Asia Pacific, Eye-Q India	26.67	PIZZA HUT Malaysia	13.45
7	7	PHD	Bristol-Myers Squibb China, Sony Ericsson Asia Pacific, Taiwan Sugar Corporation	9.90	Gardenia Philippines	9.10
8	8	Mindshare	Chiaus China, ConAgra Foods Philippines, Red Bull Korea	9.98	Motorola Digital Singapore	7.34
9	9	Vizeum	Panasonic Malaysia, Educomp Solutions India	7.07	Kymco Taiwan	7.01
10	10	Maxus	L'Oreal Vietnam, Barclays Asia Pacific, Domino's Pizza Australia	9.25	Bristol-Myers Squibb China	6.13
11	12	Initiative	Za Thailand, PETstock Australia	1.70	Revlon Asia Pacific	(1.93)
12	11	MEC	TMB Bank Thailand, Thai Beverages Chang Soda Water Thailand, Brother International Taiwan	9.75	Novartis Asia Pacific	(3.74)
13	13	Universal McCann	Loyalty One India, DSP Blackrock India, Cipla India	7.57		(4.67)

### CREATIVE AGENCIES

Ogilvy continued its win from last month with almost twenty additional wins, closing the year with estimated overall revenue of USD32.07M. DDB finished as a close second. With 3 new wins this month, Leo Burnett ended the year as the third. Publicis maintained its position since last month, making up the rest of the top four.

### MEDIA AGENCIES

OMD continued its lead since March, ending the year with total revenue of more than USD22.7M. MediaCom maintained its second position with 3 new wins this month, including NSW Government Australia, Fancl Hong Kong and Revlon Asia Pacific. The year ended with ZenithOptimedia and MPG making it into the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.

