

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

<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>	Neusoft, Mengniu Yoghurt, Richemont	70.34	GOME	55.64
<b>2</b>	<b>2</b>	<b>Saatchi and Saatchi</b>	X-Step Sporting Apparel, Kraft Ritz	45.63	Renren.com	44.95
<b>3</b>	<b>3</b>	<b>Publicis</b>	Changan Auto, HB Pictures, Merck OTC Brands Asia Pacific	40.36	Carlo Rossi Red Wine	39.47
<b>4</b>	<b>4</b>	<b>DDB</b>	Kama Digital Project, SVW CRM, Das WeltAuto Launch	42.38	Acer 2012 Olympics	32.81
<b>5</b>	<b>5</b>	<b>Lowe</b>	Tmall.com, Markor Furniture, Centaure Remy Cointreau	15.04		15.04
<b>6</b>	<b>6</b>	<b>Grey Group</b>	Amway Project, Beijing Language and Culture Collage, Harbin-Beer	14.56		14.56
<b>7</b>	<b>7</b>	<b>M&amp;C Saatchi</b>	Edwards Lifesciences, AlignTech	13.14	ANZ Asia Pacific	11.78
<b>8</b>	<b>8</b>	<b>BBDO</b>	ExxonMobil Asia Pacific	12.44		11.41
<b>9</b>	<b>9</b>	<b>McCann WorldGroup</b>	China Telecom, Joyoung, Panasonic	13.86	Lufthansa Asia Pacific	10.57
<b>10</b>	<b>10</b>	<b>JWT</b>	renren.com, GOME, Piramal Realty, World Kitchen	11.69	SDLG	9.55
<b>11</b>	<b>11</b>	<b>Y&amp;R</b>	Guangzhou Metro, China Guangfa Bank, China Southern Airlines	10.32	Nokia Digital	8.13
<b>12</b>	<b>13</b>	<b>DraftFCB</b>	Acer 2012 Olympics, Sanofi 21 Super-Vita, Vinda paper	19.68	Suntory	8.75
<b>13</b>	<b>14</b>	<b>Leo Burnett</b>	Huiyuan Group, SDLG, Phono Solar	11.78	China Construction Bank Digital	8.36
<b>14</b>	<b>12</b>	<b>WE</b>	lashou.com, China Auto Rental, Henkel	8.20		8.20
<b>15</b>	<b>15</b>	<b>Bates</b>	kaixin001, MSD, Hua Tai Securities	2.67	Sanofi 21 Super-Vita	2.12
<b>16</b>	<b>16</b>	<b>Dentsu</b>	China Southern Airlines Digital, PICC	10.94	Lenovo	0.68
<b>17</b>	<b>17</b>	<b>Iris</b>		0.00		0.00
<b>18</b>	<b>18</b>	<b>TBWA</b>	Bawang Group, Wyeth Gold	14.15		0.75
<b>19</b>	<b>20</b>	<b>Euro RSCG</b>	Suntory, SH Telecom, Volvo Asia Pacific (Arnold)	21.94	Citroen	(3.01)
<b>20</b>	<b>19</b>	<b>BBH</b>		0.00	LG	(3.42)
<b>21</b>	<b>21</b>	<b>SapientNitro</b>	Coca-Cola Asia Project, Bacardi	8.89	Volvo Asia Pacific	(9.57)
<b>22</b>	<b>22</b>	<b>Wieden &amp; Kennedy</b>	Umbro, Levi's	12.30	Nokia Asia Pacific	(31.44)

# Media New Business League(China) –December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Starcom MediaVest	Novartis Asia Pacific, Coca-Cola, Johnnie Walker	90.79		88.74
2	4	MPG	Imported Hyundai and KIA Motors, China Financial Client	64.48		63.52
3	2	Carat	Pernod Ricard Group , Philips Asia Pacific	93.00	Pfizer	52.75
4	3	OMD	Heineken, balabala	47.26	ExxonMobil Asia Pacific	40.77
5	5	Mindshare	Chiaus	38.86	Heineken	26.72
6	6	Vizeum	Lindt, China CITIC Bank, Lashou	22.11		22.11
7	7	ZenithOpti media	Huiyuan Group, Macau Tourism, Sanofi	36.21	Marriott International Asia Pacific	19.16
8	8	Maxus	Pfizer, SC Johnson Asia Pacific, Kaixin001	12.64	Bristol-Myers Squibb	11.11
9	9	PHD	Bristol-Myers Squibb, Sony Ericsson Asia Pacific, EFG	6.19		6.19
10	10	MediaCom	Revlon Asia Pacific	3.04	Hitachi	2.02
11	11	Initiative	Bentley, Boeing	0.44	Revlon Asia Pacific	(0.24)
12	12	MEC	Marriott International Asia Pacific, PPS.TV, Florentia Village	16.44	Novartis Asia Pacific	(8.68)
13	13	Universal McCann	ExxonMobil Asia Pacific, Shanghai OnStar Telematics, Conba Pharmaceutical	7.66	SC Johnson Asia Pacific	(13.80)

## CREATIVE AGENCIES

Ogilvy ended the year as the first, dominating the market since May 2011, with an overall revenue of RMB55.64M. Saatchi and Saatchi maintained its second position. Publicis and DDB made up the rest of the top four.

## MEDIA AGENCIES

Starcom enjoyed a clear win in the industry with overall revenue of RMB88.74M, securing Novartis Asia Pacific. MPG climbed up to the second position with Imported Hyundai and KIA Motors new business, followed by Carat and OMD making up the rest of 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.