

## Creative New Business League(Hong Kong) –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>	Philips Asia Pacific, IBM, American Express	2.53	Nin Jiom	2.41
<b>2</b>	<b>3</b>	<b>DDB</b>	PCCW Project, Sun Hung Kai Sky 100 Christmas Promotion, Woodland Mail	2.77	Philips Asia Pacific	1.87
<b>3</b>	<b>2</b>	<b>TBWA</b>	AIA Group, CSL	1.75	Mars Asia Pacific	1.55
<b>4</b>	<b>4</b>	<b>Publicis</b>	Merck OTC Brands Asia Pacific, Nescafe White Coffee and Dolce Gusto	1.25		1.25
<b>5</b>	<b>5</b>	<b>BBDO</b>	ExxonMobil Asia Pacific	0.94		0.94
<b>6</b>	<b>6</b>	<b>McCann WorldGroup</b>	Solvil Et Titus, Amway Nutrilite Global Campaign, Walt Disney Studio	1.07	Lufthansa Asia Pacific	0.83
<b>7</b>	<b>7</b>	<b>Grey Group</b>	Elements Shopping Mall Campaign, Coca-Cola, Roche Xeloda	0.71		0.71
<b>8</b>	<b>8</b>	<b>M&amp;C Saatchi</b>	CPA Australia	0.88	ANZ Asia Pacific	0.68
<b>9</b>	<b>9</b>	<b>Bates</b>	Four Seasons, Concur	0.25		0.25
<b>10=</b>	<b>10</b>	<b>Y&amp;R</b>	Samsonite	0.13		0.13
<b>10=</b>	<b>12</b>	<b>Euro RSCG</b>	Reckitt Benckiser Durex, Volvo Asia Pacific (Arnold)	0.28	Dulux Asia Pacific	0.13
<b>12</b>	<b>11</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific	0.12		0.12
<b>13=</b>	<b>13=</b>	<b>Dentsu</b>		0.00		0.00
<b>13=</b>	<b>13=</b>	<b>Lowe</b>		0.00		0.00
<b>15</b>	<b>15</b>	<b>DraftFCB</b>	HK Land, Wing Tai Property Project, China Construction Bank	0.45	SC Johnson Asia Pacific	(0.30)
<b>16</b>	<b>16</b>	<b>Leo Burnett</b>	Nin Jiom, GCL Group, Samsung Galaxy Tab, Sun Hung Kai Social Media	0.61	AIA Group	(0.39)
<b>17</b>	<b>17</b>	<b>JWT</b>		0.55	OSIM	(0.40)

## Media New Business League(Hong Kong) –December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	Carat	Philips Asia Pacific, Clarins	2.42	BMW	2.22
2	1	OMD	Huawei Enterprise, Futurewei Technologies	2.64	AXA Regional	1.92
3	3	PHD	Sony Ericsson Asia Pacific	1.49		1.49
4	4	MPG	AXA Regional, J.P. Morgan Digital, Net-a-Porter	1.56		1.00
5	7	Starcom MediaVest	Novartis Asia Pacific, Longchamp, Yahoo Asia Pacific	0.84		0.74
6	5	ZenithOptimedia	Inchcape, Amway, J.P.Morgan	1.18	Clarins	0.48
7	6	Universal McCann	ExxonMobil Asia Pacific	1.00	SC Johnson Asia Pacific	0.40
8	8	MediaCom	FANCL, Revlon Asia Pacific, D&G Bandai	0.99	Huawei Mobile	0.34
9	9	Mindshare	BMW, Hong Kong Tourism Board	0.23	AirAsia	0.14
10	10	Initiative		0.00	Revlon Asia Pacific	(0.10)
11	11	MEC	Marriott International Asia Pacific, H&M, Starwood Hotels Asia Pacific	0.26	Novartis Asia Pacific	(0.74)
12	12	Maxus	AirAsia, Mirabell, SC Johnson Asia Pacific	0.33	Swire Properties Ltd	(1.08)

### CREATIVE AGENCIES

Ogilvy continued its win since last month with overall revenue of USD2.41M. DDB moved to the second place with 2 new wins, followed by TBWA and Publicis.

### MEDIA AGENCIES

Carat moved up the chart to claim the top place with overall revenue of USD2.22M. Following closely was OMD with overall revenue of USD1.92M. PHD and MPG maintained their ranking from last month, 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.

