

Creative New Business League(Hong Kong) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Publicis	South China Morning Post, Technology Client	0.5		0.5
2=	2	JWT	Food Client	0.2		0.2
2=	4=	Euro RSCG	Beauty Client	0.2		0.2
2=	3	DDB	Redevco, Taifook Securities, Clear Air Network	0.2		0.2
5=	4=	Grey Group	Financial Client	0.1		0.1
6=	4=	Ogilvy		0.0		0.0
6=	4=	TBWA		0.0		0.0
6=	4=	Bates		0.0		0.0
6=	4=	Y&R		0.0		0.0
6=	4=	DraftFCB		0.0		0.0
6=	4=	M&C Saatchi		0.0		0.0
6=	4=	Saatchi and Saatchi		0.0		0.0
6=	4=	McCann WorldGroup		0.0		0.0
6=	4=	Lowe		0.0		0.0
6=	4=	Leo Burnett		0.0		0.0
6=	4=	BBDO		0.0		0.0

Media New Business Scoreboard(Hong Kong) – Feb 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, As Watson	2.0		2.0
2=	2	Initiative	Smartone Vodafone	0.5		0.5
2=	6=	Universal McCann	Smartone Vodafone Planning	0.5		0.5
4	3	Carat	Rackspace, Deutsche Bank, King's Glory Education, Centaline Property	0.4		0.4
5=	4=	Maxus	Bayer Healthcare, Mazola Oil, UNY-Apita, Burger King	0.2		0.2
5=	4=	MediaCom	Discovery Park Shopping Centre, Mega Box	0.2		0.2
7=	6=	OMD		0.0		0.0
7=	6=	MPG		0.0		0.0
7=	6=	Starcom MediaVest		0.0		0.0
7=	6=	MEC		0.0		0.0
11	11	ZenithOptimedia	Aviva	0.2	Smartone Vodafone	(0.3)
12	12	Mindshare	Bayer Asia Pacific	0.3	Unilever	(1.3)

CREATIVE AGENCIES

Ogilvy remained on top of the creative table on the back of last month's South China Morning Post win. JWT, Euro RSCG and DDB shared the second place.

MEDIA AGENCIES

With the Unilever Greater China win, PHD stayed a large leader in this year's media agency table. Initiative and Universal McCann both snapped a part of Smartone Vodafone and shared the second place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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 or visit 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.

