

## Creative New Business League(AP) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
<b>1</b>	<b>3</b>	<b>Leo Burnett</b>	United Overseas Bank Singapore, BMW Group Digital and CRM Malaysia, FrieslandCampina SEA	5.8	Sony Vietnam	5.2
<b>2</b>	<b>1=</b>	<b>Ogilvy</b>	BMW Australia, Sony Vietnam, Adidas Digital China, National Australia Bank Australia	6.1	Maggi Malaysia	4.3
<b>3</b>	<b>1=</b>	<b>Grey Group</b>	Doubletree by Hilton Malaysia, Breach Candy Hospital India, Yahoo! Korea	4.3	Spencer's Retail India	4.0
<b>4</b>	<b>4=</b>	<b>DDB</b>	Wrigley Taiwan, Nikon Brand Book Japan, Macquarie University Hospital Australia, Budweiser NZ	4.0	PCA Life Korea	3.0
<b>5=</b>	<b>9</b>	<b>Publicis</b>	LG Mobile Digital China, Maggi Malaysia	2.7		2.7
<b>5=</b>	<b>8</b>	<b>McCann WorldGroup</b>	Bank of the Philippines Islands, Uncle Toby's Australia, New Straits Times Malaysia	3.3	Midea China	2.7
<b>7</b>	<b>4=</b>	<b>TBWA</b>	Merisant Thailand, Mercedes Benz China, Invest Malaysia, Artistry Korea	2.6		2.6
<b>8=</b>	<b>10=</b>	<b>Euro RSCG</b>	Sizzler Australia, Philips Philippines, GMT Recruitment Australia	2.2		2.2
<b>8=</b>	<b>14</b>	<b>M&amp;C Saatchi</b>	Yakult China, Sony Handycam China	2.2		2.2
<b>10</b>	<b>NA</b>	<b>Dentsu</b>	Soy Joy Indonesia, Hitachi SEA, The Ministry of Manpower in Singapore	1.7		1.7
<b>11</b>	<b>6</b>	<b>Y&amp;R</b>	QLD State Govt Australia, Ferry Sunflower Japan, Midea China, Myschool Australia	2.2	Bank of the Philippines Islands Philippines	1.5
<b>12</b>	<b>7</b>	<b>BBH</b>	Unilever Lakme Salon India, Alpenliebe China	1.3		1.3
<b>13</b>	<b>19</b>	<b>Bates</b>	Mengniu Ice Cream China, Abbott Indonesia, Chennai Marathon India	1.6		1.2
<b>14=</b>	<b>12=</b>	<b>Lowe</b>	Mayden Pharma India, Fanta & Sprite Activation Indonesia	1.8	Unilever Lakme Salon India	1.0
<b>14=</b>	<b>12=</b>	<b>BBDO</b>	Toshiba Australia, Lloyd India, Aboitiz Power Philippines, Queensland Rail Australia	2.2	Wrigley Taiwan	1.0
<b>16</b>	<b>NA</b>	<b>SapientNitro</b>	QLD State Govt Australia, Terry White Chemists Australia	0.9		0.9
<b>17</b>	<b>15</b>	<b>Wieden &amp; Kennedy</b>	The Park Hotel India, Budweiser India	0.8		0.8
<b>18</b>	<b>17=</b>	<b>DraftFCB</b>	Semir Digital China	0.5	Micromax India	0.3
<b>19</b>	<b>16</b>	<b>JWT</b>	China Unicom Vsens China, Match.com Japan, Cheung Kong Singapore, Muthoot India	1.0	Alpenliebe China	0.2
<b>20=</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>	Vinda China, Xi Mai China, Reebok Japan	1.7	United Overseas Bank Singapore	0.1
<b>20=</b>	<b>17=</b>	<b>Iris</b>	The Executive Centre Singapore, Alpha G India, Freights and Couriers Australia	0.1		0.1

## Media New Business Scoreboard(AP) –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	Electrolux Australia, Google B2B Australia, Red Bull Philippines, Clarins Hong Kong	20.1	Real Insurance Australia	19.7
2	2	Carat	Goverdhan India, Jaspal & Son Thailand, Mitsubishi China, Rackspace Hong Kong	8.1		8.1
3	4	MEC	Chrysler China, Telkomsel Outdoor Indonesia, Colgate India, IKEA China, Mercedes Benz India	5.0	Supersport Thailand	4.6
4	11	OMD	Pepsi Foods China, Unilever Digital India, Public Bank Berhad Malaysia, ACS Philippines	5.8	Amway TV Buying China	2.6
5	3	Maxus	PingAn Planning China, Chrysler Australia, FAW Toyota China, Mcnroe India,	2.8	iiNet Australia	2.5
6	8=	ZenithOptimedia	China Merchant Bank Credit Card, Naza Motors Malaysia, Aviva China & HK & India & Singapore	2.9	Smartone Vodafone Hong Kong	2.2
7	8=	Universal McCann	Panasonic Australia, Smartone Vodafone Planning HK, PCA Life Korea, Supersport Thailand	1.8		1.8
8	5=	Initiative	Progressive Australia, Q-House Thailand	1.0		1.0
9	7	Vizeum	Amrutanjan India, Beauté Prestige International Australia	0.9		0.9
10	5=	Mediacom	Election Campaigns Philippines, Lock & Lock Thailand, StreaX & Vasmol India	1.6	China Merchant Bank Credit Card	0.6
11	10	MPG		0.0		0.0
12	13	Mindshare	Unilever India, Unilever Thailand, Bayer Asia Pacific, Lenovo Taiwan, IKEA Taiwan	18.7	Unilever China	(0.7)
13	112	Starcom MediaVest	Shanghai Jahwa China, Siemens China	1.1	PingAn Planning China	(3.1)

### CREATIVE AGENCIES

Leo Burnett has risen to the top of the league this month, on the back of strong wins in Singapore and Malaysia, led by UOB out of sister agency, Saatchi & Saatchi. Ogilvy continued their strong performance with multi-discipline wins including BMW in Australia. On third and fourth place are Grey, securing Yahoo Korea and DDB with Wrigley Taiwan a standout

### MEDIA AGENCIES

With Unilever under their wing for Greater China, PHD remained at the top of the media agency table. The top three positions were unchanged this month, with Carat maintaining second place off the back of Mitsubishi China and other wins, and MEC in third again

### 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](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.