

Creative New Business League(AP) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	6	BBDO	Blackberry Asia Pacific, TaiShing Bank Taiwan, Raymond India	5.11		5.11
2	2	Publicis	Nestle Hong Kong, CMD Retail Banking China, F&N Singapore	5.03		5.03
3	9	Grey Group	BCA E-banking Services Indonesia, Melbourne Storm Australia, Minute Maid Vietnam	4.07		4.07
4	3	Leo Burnett	Stepper Eyewear Hong Kong, NetEase China, Sun Hung Kai Properties China	4.02		4.02
5	8	Lowe	Shui Yushan Seabuckthorn Juice China, Papa John's Pizza Malaysia, Unilever Thailand	3.90		3.90
6	7	JWT	Johnson & Johnson Pariet Australia, Samsonite Hong Kong, Canon Philippines	3.89		3.69
7	4	Wieden & Kennedy	Umbro China, Levi's Asia Pacific	3.30		3.30
8	10	DDB	Bel Greater China, Founder Computer China, Hong Kong Trade Development Council	4.72	Unilever (Pond's White Beauty Natural)	3.27
9	1	Saatchi and Saatchi	Lenovo Asia Pacific, Emirates Malaysia, Air India	3.26		3.26
10	15	McCann WorldGroup	City Chain Asia Pacific, Ecco Singapore, Omron Healthcare India	3.32		3.02
11	12	Euro RSCG	Brancott Estate Australia, Dulux China, Zee Business India	2.57		2.57
12	5	Ogilvy	SPD Bank China, Tishman Speyer Hong Kong, Amway Thailand	4.05	Yahoo! Southeast Asia	1.95
13	16	M&C Saatchi	Tries Garments China, Bajaj Allianz Life Insurance India, IAG Insurance Australia	1.94	Pizza Hut Indonesia	1.94
14	13	Y&R	Yahoo! Southeast Asia, The Australian, Peugeot Thailand	1.58		1.58
15	11	TBWA	Bel Cheese Korea, Akebono Breake Japan, Okamoto Singapore	2.91	Tourism Malaysia	0.99
16	14	DraftFCB	Oreo Digital China	0.50		0.50
17=	17=	Bates	Finnair Singapore	0.20		0.20
17=	17=	Iris	Emirates Singapore	0.20		0.20
19=	17=	BBH		0.00		0.00
19=	17=	SapientNitro		0.00		0.00
21	21	Dentsu	International Enterprise Singapore	0.10	Lenovo China	(1.40)

Media New Business League(AP) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	3	Mindshare	Unilever Malaysia, Unilever Thailand, Yum! Brands China	9.25	Yahoo! India	9.00
2	6	Carat	Beiersdorf China, Dumex Thailand, Danone Activia Thailand	8.86		7.41
3	1	OMD	Hong Kong Trade Development Council, HTC India, Sunlife Financial Philippines	6.65		6.65
4	2	ZenithOptimedia	Workforce Development Agency Singapore, American Standard Thailand, Mengniu Digital China	5.36	HTC India	4.26
5	10	Starcom MediaVest	Tourism Malaysia (Part), Yahoo! India, Wrigley Doublemint China	4.35	Subaru Australia	4.21
6	5	Vizeum	TI Cycle India, FunTown World Taiwan, Lotus Herbal India	2.94		2.94
7	9	MEC	Starwood Hotels Asia Pacific, Amway China, H&M China	2.72	Singapore Grand Prix Singapore	2.67
8	4	PHD	Hotels.com Asia Pacific, Daikin New Zealand, Porsche Australia	2.67	Uniqlo Singapore	2.57
9	7	MPG	Aberdeen International Project Hong Kong, Canon Digital Philippines, Nestle Yoghurt Digital Philippines	3.98	Reckitt Benckiser India	1.98
10	8	Initiative	Swinburne University Australia, Boeing China, Tipco F&B Thailand	0.38	Avantha India	0.18
11	13	Maxus	OSIM China, Mate Best China, Samsonite Singapore, Myntra.com India	1.18	Friso China	0.03
12	11	MediaCom	Macquarie Bank Australia, Langham Hotel Hong Kong, Air Philippines	0.75	Carrefour Malaysia	(0.35)
13	12	Universal McCann	Soongsil University Korea, Pacific Cosmetic Thailand	1.79	Bel Cheese Korea	(0.81)

CREATIVE AGENCIES

BBDO moved to the top of the table this month on securing the Blackberry global business as well as other wins across the board. Publicis leapt to second position with more business from Nestle HK and F&N in Singapore. Grey and Leo Burnett made up the other two positions in the top four.

MEDIA AGENCIES

Mindshare moved to the top on retaining Yum! China and Unilever business in Australia and kept Malaysia and Thailand. Carat surged to second by defending the Beiersdorf business, while OMD dropped a spot despite securing the HTC India business. ZenithOptimedia was ranked fourth

METHODOLOGY

The R3 New Business League has been compiled each of the last 102 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.