

Creative New Business League(China) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Publicis	CMD Retail Banking, LG Digital Asia Pacific, CMD CreditCards	18.91		18.91
2	2	Wieden & Kennedy	Umbro, Levi's	12.30		12.30
3	9	DDB	Founder Computer, Shanghai Volkswagen, 360Buy	8.48		8.48
4	4	Saatchi and Saatchi	Lenovo	6.84		6.84
5	5	TBWA	Pfizer, Hisense	6.15		6.15
6	3	Ogilvy	DFS, Tishman, SPD Bank	8.07	Mengniu Digital	6.01
7	6	Euro RSCG	Huada Gene, Dulux	5.88		5.88
8	12	Grey Group	Amway Project, Mead Johnson Projects, Sony Cyber-shot	5.47		5.47
9	11	Leo Burnett	NetEase, Sun Hung Kai Properties	5.10		5.10
10	14=	Lowe	Shui Yushan Seabuckthorn Juice, Alipay	4.10		4.10
11=	7	DraftFCB	Oreo Digital	3.42		3.42
11=	14=	WE	Jin Luo	3.42		3.42
13	14=	M&C Saatchi	Tries Garments	3.12		3.12
14	14=	BBDO	Blackberry Asia Pacific	2.73		2.73
15	13	McCann WorldGroup	City Chain Asia Pacific, Cheng Shin-Toyo Tire & Rubber	2.72		2.72
16	8	JWT	Haier	3.96		2.60
17	10	Y&R	Midea Purified Water Appliance, Arawana XMY brand	1.91		1.91
18=	14=	Bates		0.00		0.00
18=	14=	BBH		0.00		0.00
18=	14=	SapientNitro		0.00		0.00
18=	14=	Iris		0.00		0.00
22	22	Dentsu		0.00	Lenovo	(10.25)

Media New Business League(China) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	8=	Mindshare	Yum! Brands	34.18		34.18
2	1	MPG	CITIC Real Estate, DY KIA	22.90		22.90
3	13	Carat	Beiersdorf, SKY 100, Weisen U	30.84	Bank of Communications	22.29
4	6	MEC	Amway, H&M	13.33		13.33
5	2	Vizeum	FMCG China Client, Automotive China Client	10.05		10.05
6	3	OMD	Levi's Asia Pacific	9.57		9.57
7	8=	Starcom MediaVest	UTC, Wrigley Doublemint,	6.15		6.15
8	4	ZenithOptimedia	Mengniu Digital, MSD	9.47	H&M	5.88
9	8=	Maxus	OSIM, Mate Best	5.13		5.13
10	5	Universal McCann		3.27		3.27
11	8=	PHD	Hotels.com Asia Pacific	0.58		0.58
12	7	Initiative	Boeing	0.34		0.34
13	8=	MediaCom		0.00		0.00

CREATIVE AGENCIES

Publicis maintained top position through last month's wins, while Widen + Kennedy stayed second, securing Umbro business. DDB moved into third spot with their Founder win and Saatchi and Saatchi ranked fourth on the back of Lenovo Asia Pacific win.

MEDIA AGENCIES

Mindshare jumped to top spot on retaining the Yum! business with MPG in second, courtesy of Kia, and Carat moving to third on retaining Beiersdorf, also in review. MEC made up the fourth spot with their Amway win.

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.

