

Creative New Business League(Hong Kong) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Hong Kong Trade Development Council, Intel, Bel Greater China	1.10		1.10
2	6=	McCann WorldGroup	Amway Nutrilite Global Campaign, Walt Disney Studio, City Chain Asia Pacific	0.67		0.67
3	5	Publicis	Nestle, LG Digital Asia Pacific	0.45		0.45
4	6=	JWT	Samsonite	0.40		0.40
5	2	Ogilvy	Tishman Speyer, Swiss Re, Prudential	0.44	Lenovo Asia Pacific	0.34
6	6=	Leo Burnett	Stepper Eyewear	0.30		0.30
7=	3	Saatchi and Saatchi	Lenovo Asia Pacific	0.10		0.10
7=	6=	BBDO	Blackberry Asia Pacific	0.10		0.10
9	4	Grey Group	GSK Joint Promotion with Mannings, Best Yamatoo Holdings	0.08		0.08
10=	6=	DraftFCB		0.00		0.00
10=	6=	M&C Saatchi		0.00		0.00
10=	6=	Euro RSCG		0.00		0.00
10=	6=	TBWA		0.00		0.00
10=	6=	Bates		0.00		0.00
10=	6=	Y&R		0.00		0.00
10=	6=	Dentsu		0.00		0.00
10=	6=	Lowe		0.00		0.00

Media New Business League(Hong Kong) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Fancl, Pernod Ricard, Korean Tourism Organization	1.87		1.87
2	5=	MPG	Aberdeen International Project, GIA Digital	0.48		0.48
3	4	OMD	HK Trade Development Council, Levi's Asia Pacific	0.33		0.33
4	2	Universal McCann	Amorepacific	0.30		0.30
5	3	PHD	Hotels.com Asia Pacific, Three Kings Holdings	0.28		0.28
6	5=	MEC	H&M, Starwood Hotels Asia Pacific	0.21		0.21
7	5=	Starcom MediaVest	Warner TV	0.03		0.03
8=	5=	Initiative		0.00		0.00
8=	5=	Mindshare		0.00		0.00
10	5=	ZenithOptimedia	ACE Group, Tencent	0.07	H&M	(0.13)
11	11	MediaCom	Langham Hotel, Stiefel Laboratories	0.06	Fancl	(0.44)
12	12	Maxus		0.00	Friso	(1.15)

CREATIVE AGENCIES

DDB maintained top spot with Hong Kong Trade Development Council, Intel and Bel Greater China wins. McCann was fastest mover this month, securing Amway Nutrilite and Walt Disney Studio. Publicis and JWT made up the rest of the top four.

MEDIA AGENCIES

Carat maintained on top of the table with more business from Pernod Ricard. MPG jumped to second, securing Aberdeen International Project and GIA Digital business. OMD picked up HTDC, making up the rest of the top four with UM.

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.

