

Creative New Business League(Hong Kong) – Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Asobio, Catic, Abbott, Pfizer	4.0	CCBA Credit Card	3.1
2	2	Publicis	City of Dreams Digital, PayPal, South China Morning Post	1.4		1.4
3=	13=	M&C Saatchi	Hong Kong Broadband, ONC Lawyers	0.8		0.8
3=	3	Grey Group	Hutchison Whampoa Property, Asfour Crystal, The Link	0.8		0.8
5	4=	TBWA	Energizer, Sun Life, Accessorize	0.7		0.7
6	4=	DraftFCB	Kowloon Motor Bus	0.8		0.6
7	9=	BBDO	JNJ Baby	0.5		0.5
8=	6=	Bates	Fuji Xerox	0.4		0.4
8=	6=	Ogilvy	Garden Bakery, Hong Kong Jockey Club, MTR	0.4		0.4
8=	6=	JWT	Hutchison Whampoa	0.4		0.4
11	9=	Euro RSCG	Dulux	0.3		0.3
12	11	Leo Burnett	Sony Alpha, Samsung	0.2		0.2
13	12	McCann WorldGroup	Merck Sharp & Dohme, GM	0.1		0.1
14=	13=	Y&R		0.0		0.0
14=	13=	Saatchi and Saatchi		0.0		0.0
14=	13=	Dentsu		0.0		0.0
17	17	Lowe		0.0	JNJ Baby	(0.5)

Media New Business Scoreboard(Hong Kong) –Aug 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=	3=	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific	0.6		0.6
2=	2	Carat	MSIG Insurance, Fidelity Investments, Wacoal, Blizzard Entertainment Digital	0.7		0.6
2=	3=	Initiative	SmarTone Vodafone, SmarTone Macau	0.6		0.6
2=	5=	MediaCom	Artistry, Red Bull, GAP	0.8	GSK	0.6
6	5=	Maxus	Shiseido, Shangri-la Asia Pacific, Cheung Kong Properties	0.6	Burberry Asia Pacific	0.5
7=	8=	MEC	Blackrock, Lloyds TSB, Japan Tourism	0.4		0.4
7=	7	OMD	AXA	0.5	Shangri-la Asia Pacific	0.4
9	8=	MPG	General Air Conditioner	0.2		0.1
10	10	Starcom MediaVest	General Mills	0.2	Kellogs	(0.1)
11	11	ZenithOptimedia	Aviva	0.2	Smartone Vodafone	(0.3)
12	12	Mindshare	GSK, Kellogs, H2O, Cheung Kong Property	1.5	Barclays Capital	(0.4)

CREATIVE AGENCIES

DDB maintained the top position despite of the CCBA Credit Card loss, followed by Publicis. M&C Saatchi secured several wins including Hong Kong Broadband and ONC Lawyers, and shared the third place with Grey Group

MEDIA AGENCIES

PHD still kept the first place on the back of Unilever win early this year. Universal McCann, Carat, Initiative and MediaCom shared the second place. Among them, MediaCom secured Artistry account.

METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.

