

Creative New Business League(Hong Kong) – June 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Publicis	City of Dreams Digital, PayPal, South China Morning Post	1.1		1.1
2	2	DDB	Abbott - Eye-Q Plus, Pfizer	1.5	City of Dreams Digital	1.0
3	4	Grey Group	Hutchison Whampoa Property, Asfour Crystal, The Link	0.8		0.8
4=	3	DraftFCB	Kowloon Motor Bus	0.8		0.6
4=	7=	TBWA	Sun Life, Accessorize	0.6		0.6
6	11=	Bates	Fuji Xerox	0.4		0.4
7=	5=	JWT	Food Client	0.3		0.3
7=	5=	Euro RSCG	Dulux	0.3		0.3
9	7=	Ogilvy	Nin Jiom, Remy Cointreau	0.2		0.2
10=	9=	McCann WorldGroup	GM	0.1		0.1
10=	9=	Leo Burnett	Sony, Samsung	0.1		0.1
12=	11=	Y&R		0.0		0.0
12=	11=	M&C Saatchi		0.0		0.0
12=	11=	Saatchi and Saatchi		0.0		0.0
12=	11=	Lowe		0.0		0.0
12=	11=	BBDO		0.0		0.0
12=	11=	Dentsu		0.0		0.0

Media New Business Scoreboard(Hong Kong) –June 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=	2=	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific	0.6		0.6
2=	2=	Carat	Rackspace, Deutsche Bank, King's Glory Education, Centaline Property	0.6		0.6
2=	4=	Initiative	SmarTone Vodafone, SmarTone Macau	0.6		0.6
5=	7	MediaCom	GAP, BSH Home Appliances, Gree Electrical Appliances	0.7	GSK	0.5
5=	4=	Maxus	Shiseido, Shangri-la Asia Pacific, Cheung Kong Properties	0.6	Burberry Asia Pacific	0.5
7	6	OMD	AXA	0.5	Shangri-la Asia Pacific	0.4
8=	8	MEC	Sun Hung Kai Properties - Home Square, Jacobson - Po Chai Pills	0.2		0.2
8=	12	MPG	General Air Conditioner	0.2		0.2
10	9	Starcom MediaVest	General Mills	0.2	Kellogs	(0.1)
11	10=	ZenithOptimedia	Aviva	0.2	Smartone Vodafone	(0.3)
12	10=	Mindshare	GSK, Kellogs, H2O, Cheung Kong Property	1.5	Barclays Capital	(0.4)

CREATIVE AGENCIES

Publicis and DDB maintained their top positions on the back of previous wins. Grey moved to the third place, securing Hutchison Whampoa Property this month. TBWA also snapped Sun Life business and shared the fourth place with DraftFCB

MEDIA AGENCIES

PHD maintained the top position on the back of Unilever win. Initiative expanded its Smartone portfolio and shared the second place with Universal McCann and Carat. Fastest mover this month is MediaCom, who secured Gap and some home appliances businesses.

METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.

