

## Creative New Business League(Hong Kong) – Sep 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
<b>1</b>	<b>1</b>	<b>DDB</b>	ANZ, Watsons, Asobio, Catic	4.6	CCBA Credit Card	3.7
<b>2</b>	<b>2</b>	<b>Publicis</b>	City of Dreams Digital, PayPal, South China Morning Post	1.4		1.4
<b>3=</b>	<b>3=</b>	<b>M&amp;C Saatchi</b>	Hong Kong Broadband, ONC Lawyers	0.8		0.8
<b>3=</b>	<b>3=</b>	<b>Grey Group</b>	Hutchison Whampoa Property, Asfour Crystal, The Link	0.8		0.8
<b>5</b>	<b>5</b>	<b>TBWA</b>	Energizer, Sun Life, Accessorize	0.7		0.7
<b>6</b>	<b>6</b>	<b>DraftFCB</b>	Kowloon Motor Bus	0.8		0.6
<b>7</b>	<b>7</b>	<b>BBDO</b>	JNJ Baby	0.5		0.5
<b>8=</b>	<b>8=</b>	<b>Bates</b>	Fuji Xerox	0.4		0.4
<b>8=</b>	<b>8=</b>	<b>Ogilvy</b>	Garden Bakery, Hong Kong Jockey Club, MTR	0.4		0.4
<b>8=</b>	<b>11</b>	<b>Euro RSCG</b>	Dulux	0.4		0.4
<b>8=</b>	<b>8=</b>	<b>JWT</b>	Hutchison Whampoa	0.4		0.4
<b>12=</b>	<b>12</b>	<b>Leo Burnett</b>	Sony Alpha, Samsung	0.2		0.2
<b>12=</b>	<b>14=</b>	<b>Y&amp;R</b>	LG Electronics,	0.2		0.2
<b>14</b>	<b>13</b>	<b>McCann WorldGroup</b>	Merck Sharp & Dohme, GM	0.1		0.1
<b>15=</b>	<b>14=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>15=</b>	<b>14=</b>	<b>Dentsu</b>		0.0		0.0
<b>17</b>	<b>17</b>	<b>Lowe</b>		0.0	JNJ Baby	<b>(0.5)</b>

## Media New Business Scoreboard(Hong Kong) –Sep 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	7=	OMD	HTC, Hong Kong Jockey Club	2.0	Shangri-la Asia Pacific	1.8
3	2=	Carat	HK housing authority, MSIG Insurance, Fidelity Investments, Wacoal	0.8		0.7
4=	2=	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific, Smartone Vodafone Planning	0.6		0.6
4=	2=	Initiative	SmarTone Vodafone, SmarTone Macau	0.6		0.6
4=	2=	MediaCom	Artistry, Red Bull, GAP	0.8	GSK	0.6
7	6	Maxus	Shiseido, Shangri-la Asia Pacific, Cheung Kong Properties	0.6	Burberry Asia Pacific	0.5
8	7=	MEC	Blackrock, Lloyds TSB, Japan Tourism	0.4		0.4
9	9	MPG	General Air Conditioner	0.2		0.1
10	10	Starcom MediaVest	General Mills	0.2	Kellogs	(0.1)
11=	11	ZenithOpti media	Aviva	0.2	HTC	(0.6)
11=	12	Mindshare	GSK, Kellogs, H2O, Cheung Kong Property	1.5	Hong Kong Jockey Club	(0.6)

### CREATIVE AGENCIES

DDB maintained the top position securing ANZ and Watsons, followed by Publicis. M&C Saatchi shared the third place with Grey Group.

### MEDIA AGENCIES

PHD maintained the top position with Unilever win. OMD jumped to the second place securing several big wins including HTC and HongKong Jockey Club. Carat moved to the third place grabbing HK housing authority. Universal McCann, Carat, Initiative and MediaCom shared the fourth place.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

