

Creative New Business League(AP) – JAN 2009

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	4	Euro RSCG	DBS Singapore & HK, 365 MC Korea, Energizer Philippines, Promag Indonesia	2.4		2.4
2	6	Y&R	Nokia Digital (Asia Pacific), Taj Vivanta India, PEPSI (Gatorade /Propel /Sting) Philippines, Softto Cleanser China, Nomura Trading Japan	2.7	Tata Sky India	1.9
3	15	Leo Burnett	Philippine Airlines Global, Macquarie Bank Australia	1.5		1.5
4=	9=	BBDO	Panasonic (Asia Pacific), KFC Vietnam	1.3	PEPSICO Food Taiwan, Plus shopping mall Thailand	1.2
4=	2	DDB	Republic of Singapore Air Force, HCC India, ET Power of Ideas India, Kawasaki Motors Philippines	1.4	PEPSI (Gatorade /Propel /Sting) Philippines, Panasonic Viera Malaysia	1.2
6	3	McCann WorldGroup	Mission Foods Australia, Astra Zeneca India, Seiyu (Wal Mart) Japan, Neo Sports Broadcasting India, Vichy Malaysia	1.1		1.1
7	1	Ogilvy	Tata Sky India, China Mobile: M-ZONE, K11 Hong Kong, Cadbury Dairy Milk Pakistan, Qantas project Australia	2.0	DBS Singapore, Energizer Philippines	0.7
8=	9=	Lowe	Bimbo China, BCCL India	0.6		0.6
8=	11	JWT	Uni President Iced Tea China, Jasonwood China	0.6		0.6
10	5	TBWA	Hyundai Capital Korea, Nissan India, Panasonic Viera Malaysia, InBev China	1.4	SK Telecom Korea	0.4
11=	8	Grey Group	Orcon Internet New Zealand, GlaxoSmithKline - Tykerb Indonesia, Bulls One Korea, County Fire Authority Australia	0.4	Cholayil India	0.2
11=	14	Saatchi and Saatchi	Jurong Town Corp Singapore	0.2		0.2
13=	12	Publicis		0.0		0.0
13=	13	BBH		0.0		0.0
13=	16	DraftFCB		0.0		0.0
13=	18	Wieden & Kennedy		0.0		0.0
13=	17	M&C Saatchi		0.0		0.0
18	7	Bates		0.0	Marico Parachute Soap India	(0.1)

Media New Business Scoreboard(AP) – DEC 2008

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	4	Zenith Optimedia	China Mobile, HFCL - Myway India, RPG Publications India	6.4	Telekom Malaysia, Starhub Singapore	4.5
2	1	Carat	Bayer China, AIA China, Restaurant Brands Australia, Mission Foods Australia	4.1		4.1
3	6	MEC	Singapore Airlines Global, Lee Jeans China, Sony Life Philippines, Yue Hai China	2.5	Amway Thailand, Massey University New Zealand	2.2
4	11	Universal McCann	Telekom Malaysia, Frisian Flag Indonesia, Dutch Lady Malaysia, Himalaya Herbal Healthcare Singapore	1.3	Ikea Malaysia	1.2
5	8	PhD	PBL Media Australia, SCA Hong Kong, Ikea Malaysia, RSAF Singapore	1.4	AIA China	0.7
6	3	Mindshare	Starhub Singapore, Amway Thailand, Global View Taiwan, TSG NACO India	1.1	DBS Singapore	0.6
7=	5	MediaCom	Wyeth - Centrum China, Allowries Butter Thailand	0.4		0.4
7=	12	MPG	DBS Singapore	0.4		0.4
9	10	Vizeum	Stabilo Malaysia	0.0		0.0
10=	NA	Maxus	Maxxium China	0.3	Frisian Flag Indonesia	(0.1)
10	2	OMD	Standard Chartered Bank India, Zesto Philippines, Nissan India, Massey University New Zealand	0.3	Pepsi Trading Thailand	(0.1)
12	7	Initiative	China Telecom, Viagra Pfizer China, Thai Bev Thailand, Fujiko Thailand	0.7	PBL Media Australia, HFCL - Myway India	(0.3)
13	9	Starcom MediaVest		0.0	Bayer China, China Telecom, Restaurant Brands Australia	(3.0)

CREATIVE AGENCIES

In the first report of 2009, EuroRSCG leads the way across Asia Pacific, who secured the DBS business in January. Y&R is in close pursuit, landing the global Nokia digital business through Wunderman. Leo Burnett and BBDO make up the rest of the top four.

MEDIA AGENCIES

In just one short month, more than 90 media accounts changed hands, with some major global, regional and local results. ZenithOptimedia headed the table off the back of the massive China Mobile alignment, along with HFCL India and other local wins. Carat took second spot with a wide range of wins, including Bayer and AIA China. MEC is placed third, with the retention of the global Singapore Airlines business, and UM is ranked fourth having won Telekom Malaysia.

METHODOLOGY

The R3 New Business League has been compiled each of the last 76 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.