

Creative New Business League(Hong Kong) – Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	6	Publicis	South China Morning Post, Technology Client	0.5		0.5
2	15=	JWT	Food Client	0.2		0.2
3	1	DDB	Taifook Securities, Clear Air Network	0.1		0.1
4=	2	Euro RSCG		0.0		0.0
4=	3	Ogilvy		0.0		0.0
4=	4	Grey Group		0.0		0.0
4=	5	TBWA		0.0		0.0
4=	7	Bates		0.0		0.0
4=	8=	Y&R		0.0		0.0
4=	8=	DraftFCB		0.0		0.0
4=	10	M&C Saatchi		0.0		0.0
4=	11=	Saatchi and Saatchi		0.0		0.0
4=	11=	McCann WorldGroup		0.0		0.0
4=	13=	Lowe		0.0		0.0
4=	13=	Leo Burnett		0.0		0.0
4=	15	BBDO		0.0		0.0

Media New Business Scoreboard(Hong Kong) –Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	3	PHD	Unilever, As Watson	1.9		1.9
2	9	Initiative	Smartone Vodafone	0.5		0.5
3	1	Carat	Deutsche Bank, King's Glory Education, Centaline Property	0.4		0.4
4=	10=	Maxus	Bayer Healthcare, Mazola Oil, UNY-Apita, Burger King	0.2		0.2
4=	12	MediaCom	Virjoy, Breeze, Hippo, Swan	0.2		0.2
6=	2	OMD		0.0		0.0
6=	4	Universal McCann		0.0		0.0
6=	5	MPG		0.0		0.0
6=	6	Starcom MediaVest		0.0		0.0
6=	7=	MEC		0.0		0.0
11	10=	ZenithOptimedia		0.0	Smartone Vodafone	(0.5)
12	7=	Mindshare		0.0	Unilever	(1.5)

CREATIVE AGENCIES

Publicis went to the top position with several wins including South China Morning Post. JWT went to the second, securing a brief from some Food Client. DDB took the third place, securing Taifook Securities and Clear Air Network.

MEDIA AGENCIES

PhD took the first place on the back of massive Unilever and As Watson wins. Initiative went to the second, securing Smartone Vodafone business. Closely followed is Carat, who snapped Bayer Healthcare, Mazola Oil, UNY-Apita and Burger King. Maxus and Mediacom shared the fourth place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 89 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.

