

Creative New Business League(AP) – Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	10	Grey Group	ChangYu China, Hero Honda India, Disposable Soft Goods Malaysia, Ferrero India	2.4	Spencer's Retail India	2.1
1=	1	Ogilvy	Tsingtao Beer China, IDBI Fortis India, Bangkok Airways Thailand, Eu Yan Sang Singapore	2.9	Goulburn Valley Australia	2.1
3	11	Leo Burnett	Siemens China, Chrysler Australia, Chrysler Korea, Samsung Malaysia	2.0		2.0
4=	2	DDB	Fontaine Japan, Zespri International Korea, Maoren Undergarments China, Guardian Pharmacies Australia	2.3		1.8
4=	8	TBWA	Raboplus Australia, IDFC Mutual India, Kyowon L&C Korea	1.8		1.8
6	3	Y&R	Midea China, Myschool Australia, Big FM India, Bio Thailand, ECM Money Malaysia	1.6	Disposable Soft Goods Malaysia	1.4
7	9	BBH	Unilever Lakme Salon India, Alpenliebe China	1.3		1.3
8	4	McCann WorldGroup	Reliance Life Insurance India, Fiyta China, Glacéau Japan, Japan Tobacco International Taiwan	1.8	Midea China	1.2
9	18	Publicis	The Classified Post Hong Kong, SCMP Hong Kong, JK Helene Curtis India, VIP Luggage India	1.1		1.1
10=	5	Euro RSCG	IFC Digital China, AU Optronics Taiwan, Disney Channel Australia, BPCL Corp Digital India	1.0		1.0
10=	6	Saatchi and Saatchi	Vinda China, Xi Mai China, Reebok Japan, Shu Uemura Japan	1.6	Tsingtao Beer China	1.0
12=	15	Lowe	Quality Inns India, Philip Morris Indonesia, Baby Kiko Malaysia, Unilever Axe Philippines	1.5	Unilever Lakme Salon India	0.7
12=	12	BBDO	Lloyd Group India, Kose Taiwan, Wranger Energy Drink Thailand, Wild Grass Nature Sri Lanka	1.1		0.7
14	19	M&C Saatchi	Aditya Birla India, Grasim Suitings India	0.6		0.6
15	17	Wieden & Kennedy	The Park Hotel India	0.3		0.3
16	7	JWT	China Unicom Vsens China, Match.com Japan, Cheung Kong Singapore, Muthoot India	1.0	Alpenliebe China	0.2
17=	16	Iris		0.0		0.0
17=	14	DraftFCB	Semir Digital China	0.2	Micromax India	0.0
19	13	Bates		0.0		(0.4)

Media New Business Scoreboard(AP) – 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	PhD	Unilever China, Unilever HK, Unilever Taiwan, OSK Malaysia, As Watson Hong Kong	19.6		19.6
2	1	Carat	China Telecom China, Nature Republic Korea, Bank of Singapore, Deutsche Bank Hong Kong	6.5		6.5
3	9	Maxus	Chrysler Australia, FAW Toyota China, Mcnroe India, Bangkok Airways Thailand, Bayer Healthcare Hong Kong	2.7	iiNet Australia	2.3
4	7=	MEC	Ikea China, Zee Entertainment India, D'décor India, Wrigley Southeast Asia	1.7	Siemens China	1.3
5=	12	Initiative	Smartone Vodafone Hong Kong, Nippon Paint Thailand, Playboy condom Thailand	0.8		0.8
5=	11	Mediacom	Vina Milk Vietnam, Power Plus Thailand, Virjoy Hong Kong	0.8		0.8
7	10	Vizeum	STA Travel Australia, lplayup Cricket India, DFI Home Furnishings Taiwan	0.7		0.7
8=	3	ZenithOpti media	Qizheng Pharmaceutical China, Singapore Arts Festival 2010 Singapore	1.1	Smartone Vodafone Hong Kong	0.4
8=	7=	Universal McCann	RHB Bank Malaysia, Rosee Cosmetics Korea, Yedang Entertainment Korea	0.4		0.4
10	4	MPG		0.0		0.0
11	2	OMD	Henkel Home Care Korea, Parryware Roca India, Carlsberg Singapore	0.7	Amway TV Buying China	(2.5)
12	13	Starcom MediaVest	Siemens China, Educorp Global	0.6	China Telecom China	(3.5)
13	5	Mindshare	Amway TV Buying, iiNet Australia	3.3	Unilever China	(15.5)

CREATIVE AGENCIES

Ogilvy continued where it left off in 2009 with over thirty wins across the region, including Tsingtao China and Bangkok Airways. WPP sister agency Grey Group tied for first place with a strong result including Changyu China and HeroHonda India. Leo Burnett took third place with some big wins in China and Australia, with DDB in fourth position

MEDIA AGENCIES

A record start for PhD, securing the Unilever business in Greater China, along with other wins in Hong Kong and Malaysia. In a distant second was Carat, securing China Telecom and other wins across the board. Maxus and Initiative made up third and fourth positions

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.

