

## Creative New Business League(AP) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
<b>1</b>	<b>21</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific, Emirates Malaysia, Air India	3.26		3.26
<b>2</b>	<b>6</b>	<b>Publicis</b>	LG Digital Asia Pacific, China Mobile Guangdong Branch, CMD CreditCards China	3.16		3.16
<b>3</b>	<b>3</b>	<b>Leo Burnett</b>	Census Australia, Honda Accord Indonesia, Petronas Dagangan Malaysia	3.12		3.12
<b>4</b>	<b>19</b>	<b>Wieden &amp; Kennedy</b>	Levi's Asia Pacific	3.00		3.00
<b>5</b>	<b>2</b>	<b>Ogilvy</b>	SPD Bank China, Tishman Speyer Hong Kong, Amway Thailand	4.05	Lenovo Asia Pacific (except for China)	2.65
<b>6</b>	<b>4</b>	<b>BBDO</b>	Raymond India, Asiarooms Singapore, Tesco Stores Malaysia	2.61		2.61
<b>7</b>	<b>5</b>	<b>Grey Group</b>	Sony Cyber-shot China, Honda Brio India, Boehringer Ingelheim Philippines	1.77		1.77
<b>8</b>	<b>1</b>	<b>DDB</b>	Wolf Blass Wines Australia, Manulife Financial Tai Wan, Meralco Philippines	1.72		1.72
<b>9</b>	<b>20</b>	<b>Lowe</b>	Pizza Hut Indonesia, Unilever Philippines, Ikea Singapore	1.60		1.60
<b>10</b>	<b>13</b>	<b>JWT</b>	Haier China, Sony Vaio India, KT&G Korea	1.56		1.36
<b>11</b>	<b>11</b>	<b>TBWA</b>	GSK Oral Care Australia, Pfizer China, Nissan Japan	2.46	SK Telecom Korea	1.30
<b>12</b>	<b>9</b>	<b>Euro RSCG</b>	ICI Dulux China, Tea Drop Australia, Zee News India	1.25		1.25
<b>13</b>	<b>7</b>	<b>Y&amp;R</b>	DTAC 3G Thailand, Arawana XMY Brand China, Rebisco International Philippines	0.63		0.63
<b>14</b>	<b>12</b>	<b>DraftFCB</b>	Oreo Digital China	0.50		0.50
<b>15</b>	<b>10</b>	<b>McCann WorldGroup</b>	Playstation Australia, Jollibee Foods Corp (Red Ribbon) Philippines, Boehringer Ingelheim (Diabetes) Singapore	0.49		0.49
<b>16</b>	<b>8</b>	<b>M&amp;C Saatchi</b>	Yeo's China, Bandaraya Development Berhad Malaysia	0.17		0.17
<b>17=</b>	<b>15</b>	<b>Bates</b>		0.00		0.00
<b>17=</b>	<b>16</b>	<b>BBH</b>		0.00		0.00
<b>17=</b>	<b>17</b>	<b>SapientNitro</b>		0.00		0.00
<b>17=</b>	<b>18</b>	<b>Iris</b>		0.00		0.00
<b>21</b>	<b>14</b>	<b>Dentsu</b>	International Enterprise Singapore	0.10	Lenovo China	(1.40)

## Media New Business League(AP) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	11	OMD	Levi's Asia Pacific, Monster.com India, Royal Air Force Singapore	4.75		4.75
2	8	ZenithOptimedia	Bank of Communications China, Reckitt Benckiser India, Burger King Malaysia	3.68	Oris/Watch China	3.10
3	5	Mindshare	Unilever Australia	2.25		2.25
4	1	PHD	O'Brien Glass Australia, Three Kings Holdings Hong Kong, Matchbox Thailand	1.84	Uniqlo Singapore	1.74
5	12	Vizeum	TI Cycle India, FunTown World Taiwan, Deutsche Bank Malaysia	1.73		1.73
6	4	Carat	DeAgostini Australia, Pullman Lijiang Resort China, Friso Hong Kong	2.92		1.47
7	10	MPG	CITIC Real Estate China, DY KIA China	3.35	Reckitt Benckiser India	1.35
8	13	Initiative	Swinburne University Australia, Boeing China, Tipco F&B Thailand	0.38		0.38
9	3	MEC	Oris/Watch China	0.25	Singapore Grand Prix Singapore	0.20
10	2	Starcom MediaVest	Singapore Grand Prix	0.05	Subaru Australia	(0.10)
11	9	MediaCom	Macquarie Bank Australia, Langham Hotel Hong Kong, Air Philippines	0.75	Carrefour Malaysia	(0.35)
12	6	Universal McCann	Suntory China, Amorepacific Hong Kong, Carrefour Malaysia	1.62	Unilever Australia	(0.68)
13	7	Maxus		0.00	Friso China	(1.15)

### CREATIVE AGENCIES

A strong start to the year for Publicis Group agencies with Saatchi & Saatchi leading the way via the global Lenovo win and more than ten other local successes. Publicis ranked second through its global LG Digital win, along with some strong results in China. Leo Burnett performed strongly in Australia, Indonesia and Malaysia.

### MEDIA AGENCIES

OMD led the way for 2011, off the back of the R3 managed Levi's pitch, along with more than twenty local wins. ZenithOptimedia was ranked second, securing the Reckitt's India business, along Bank of Communications China. Third placed Mindshare scoped the Unilever Australia account for the first time.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.

