

Creative New Business League(China) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	5	Publicis	LG Digital Asia Pacific, CMD CreditCards, China Mobile Guangdong Branch	15.45		15.45
2	20=	Wieden & Kennedy	Levi's	10.25		10.25
3	1	Ogilvy	DFS, Tishman, SPD Bank	8.07		8.07
4	6	Saatchi and Saatchi	Lenovo	6.84		6.84
5	22	TBWA	Pfizer, Hisense	6.15		6.15
6	14	Euro RSCG	ICI Dulux	5.47		5.47
7	10	DraftFCB	Oreo Digital	3.42		3.42
8	13	JWT	Haier	3.96		2.60
9	3	DDB	Philips Lighting LED Campaign, McDonald Delivery Service	2.32		2.32
10	12	Y&R	Arawana XMY brand	1.57		1.57
11	11	Leo Burnett		1.00		1.00
12	4	Grey Group	Sony Cyber-shot	0.34		0.34
13	9	McCann WorldGroup	Shenzhen OCT Happy Valley Tourism Company	0.21		0.21
14=	2	BBDO		0.00		0.00
14=	7	M&C Saatchi		0.00		0.00
14=	15	Bates		0.00		0.00
14=	16	Lowe		0.00		0.00
14=	17=	BBH		0.00		0.00
14=	17=	SapientNitro		0.00		0.00
14=	19	WE		0.00		0.00
14=	20=	Iris		0.00		0.00
22	8	Dentsu		0.00	Lenovo	(10.25)

Media New Business League(China) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	5	MPG	CITIC Real Estate, DY KIA	22.90		22.90
2	10	Vizeum	FMCG China Client, Automotive China Client	10.05		10.05
3	9	OMD	Levi's Asia Pacific	9.57		9.57
4	7	ZenithOpti media	C&A, Bank of Communications	8.54	Oris / Watch	5.47
5	6	Universal McCann		3.27		3.27
6	3	MEC	Oris / Watch	1.71		1.71
7	12	Initiative	Boeing	0.34		0.34
8=	1	PHD		0.00		0.00
8=	4	Starcom MediaVest		0.00		0.00
8=	8	Maxus		0.00		0.00
8=	11	MediaCom		0.00		0.00
8=	13	Mindshare		0.00		0.00
13	2	Carat	Pullman Lijiang Resort, Hong Kong Sky Deck	2.33	Bank of Communications	(6.21)

CREATIVE AGENCIES

Publicis had a massive start to the year with the global LG Digital win, along with some local China Mobile business. Independent agency Wieden & Kennedy also kicked off well securing the global Levi's business. Ogilvy and Saatchi rounded out the top four.

MEDIA AGENCIES

MPG led the table for the first time with the DY KIA business win, along with CITIC Real Estate and other successes. Vizeum moved to second place with a number of confidential new wins. OMD ranked third securing the R3 managed Levi's pitch

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 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.

