

## Creative New Business League(Hong Kong) –Jan 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST YEAR</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>DDB</b>	Abbott Nutrition - Infant Milk	0.35		0.35
<b>2</b>	<b>6</b>	<b>Ogilvy</b>	Tishman Speyer, Swiss Re, Prudential	0.44	Lenovo Asia Pacific	0.34
<b>3</b>	<b>14=</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific	0.10		0.10
<b>4</b>	<b>5</b>	<b>Grey Group</b>	GSK - Joint promotion with Mannings, Best Yamatoo	0.08		0.08
<b>5</b>	<b>3</b>	<b>Publicis</b>	LG Digital Asia Pacific	0.05		0.05
<b>6=</b>	<b>2</b>	<b>DraftFCB</b>		0.00		0.00
<b>6=</b>	<b>4</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>6=</b>	<b>7</b>	<b>BBDO</b>		0.00		0.00
<b>6=</b>	<b>8</b>	<b>Euro RSCG</b>		0.00		0.00
<b>6=</b>	<b>9</b>	<b>McCann WorldGroup</b>		0.00		0.00
<b>6=</b>	<b>10</b>	<b>Leo Burnett</b>		0.00		0.00
<b>6=</b>	<b>11=</b>	<b>TBWA</b>		0.00		0.00
<b>6=</b>	<b>11=</b>	<b>Bates</b>		0.00		0.00
<b>6=</b>	<b>13</b>	<b>Y&amp;R</b>		0.00		0.00
<b>6=</b>	<b>14=</b>	<b>Dentsu</b>		0.00		0.00
<b>6=</b>	<b>16</b>	<b>JWT</b>		0.00		0.00
<b>6=</b>	<b>17</b>	<b>Lowe</b>		0.00		0.00

## Media New Business League(Hong Kong) –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>2</b>	<b>Carat</b>	Fancl, Pernod Ricard, Korean Tourism Organization	1.80		1.80
<b>2</b>	<b>7</b>	<b>Universal McCann</b>	Amorepacific	0.30		0.30
<b>3</b>	<b>1</b>	<b>PHD</b>	Three Kings Holdings, SS International (Durex and Scholl brands)	0.25		0.25
<b>4</b>	<b>3</b>	<b>OMD</b>	Levi's Asia Pacific	0.08		0.08
<b>5=</b>	<b>4</b>	<b>Starcom MediaVest</b>		0.00		0.00
<b>5=</b>	<b>6</b>	<b>Initiative</b>		0.00		0.00
<b>5=</b>	<b>8</b>	<b>MEC</b>		0.00		0.00
<b>5=</b>	<b>10</b>	<b>MPG</b>		0.00		0.00
<b>5=</b>	<b>11</b>	<b>ZenithOptimedia</b>		0.00		0.00
<b>5=</b>	<b>12</b>	<b>Mindshare</b>		0.00		0.00
<b>11</b>	<b>9</b>	<b>MediaCom</b>	Langham Hotel, Stiefel Laboratories	0.06	Fancl	(0.44)
<b>12</b>	<b>5</b>	<b>Maxus</b>		0.00	Friso	(1.15)

### CREATIVE AGENCIES

In the first report of 2011, DDB led the way through the strong win of Abbott Nutrition, closely followed by Ogilvy, securing Tishman Speyer and Swiss Re. Saatchi&Saatchi was placed third, winning Lenovo Global business. Grey picked up GSK project and Best Yamatoo Holdings, making up the rest of the top four.

### MEDIA AGENCIES

In just one short month, more than 10 media accounts changed hands, with Carat leading the way on the back of Fancl and Pernod Ricard wins. UM was placed second, securing Amorepacific. PHD and OMD made up the rest of the top four.

### 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.

