

Creative New Business League(AP) – JULY 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	Lampton Thailand, Roadmaps & Beyond Philippines, B Barun Singapore, KFC India	30.4	Unitech Real Estate India	22.8
2	2	DDB	Health Promotion Board Singapore, Nikon Japan, BCA Indonesia, Bosch Malaysia	17.1	Bank International Indonesia	16.3
3	3	McCann WorldGroup	Australian Labour Party, VeriSign India, Kinggold Group China, TVS Motors - Apache Indonesia	15.1	Mediker India	14.7
4	4	BBH	Diageo India, STB Global, Surf (Asia Pacific), Sprite (Asia Pacific)	11.6		11.6
5	5	Y&R	Audi Japan, ABB China, Audi Singapore, Independent Distillers Australia	14.3	Telstra Australia	10.1
6	6	Euro RSCG	Silverstone Malaysia, Puegeot Thailand, Nutricia Australia, Clearasil Australia	9.1	Volvo India	8.3
7	7	Leo Burnett	Unitech India, General Mills Australia, Telkomsel Indonesia, Tesco Lotus Thailand	9.0	Carrefour Telecom Taiwan	7.9
8	9	TBWA	Happycall Korea, CSL Hong Kong, Kyobo-AXA General Insurance Korea	12.1	Samsonite India	7.4
9	8	BBDO	Tumi China, Neal's Yard Remedies Japan, United Spirits India, Samsung (LED TV) Thailand	6.2	Philam Plans Philippines	6.0
10	11	Saatchi and Saatchi	LMG Insurance Thailand, Suning China, Tsingdao China, Midea China, Cadbury Australia	7.0	Mengniu China	4.2
11	10	Grey Group	Mayora Indonesia, Pacific Indomas Indonesia, Bank Mandiri Indonesia, Citic Pacific Wanning Development China	4.0	Singapore Institute of Management (Global Education)	3.7
12	12	Bates	Tony Moly Korea, Yutong Bus China, Epson China	3.3	Marico Parachute Soap India	3.3
13	13	DraftFCB	President Foods China, Dah Sing China	2.6	USHA International India	2.3
14	14=	Wieden & Kennedy	Play Station Japan, Nike Japan	1.4		1.4
15	14=	M&C Saatchi	Betfair Australia, World Pens India	2.0		1.2
16	16=	Publicis	Hong Kong Government, Wrigley China	1.8	Nesvita Pro Digestion Yogurt Philippines	0.2
17	16=	JWT	CityRail Australia, Thomas Cook India	4.6	Apollo Tyres India, Unitech Real Estate India	(0.4)
18	18	Lowe	Amrit Group India, Vaseline Vietnam, Aussie Australia	3.0	V Guard India	(2.9)

Media New Business Scoreboard(AP) – JULY 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	ANZ Hong Kong, Fidelity Taiwan, P1 - Green Packet Malaysia, Riedel Australia	25.7	RBS Hong Kong	23.9
2	2	Mindshare	Manipal Universal Learnings India, Heineken China, Gudang Garam Tbk Indonesia, Allianz Taiwan	11.8	Wyeth Nutrition China	9.7
3	4	ZenithOptimedia	POS / GPO Malaysia, Huaxia China, Wing Tai Retail Singapore, Pertamina Pasti Pas Indonesia	20.1	Kose Corporation Taiwan	9.2
4	5	Universal McCann	Wyeth Nutrition China, Cerebos Malaysia, AIA Hong Kong, ASANA Wellness Hong Kong, Farcent Taiwan	9.3	KL Suria Malaysia	9.1
5	3	PHD	CSL Australia, BH Petrol Malaysia, International Pharmaceuticals Philippines	9.5	HTC Malaysia	8.6
6	6	MEC	Lamptan Thailand, Elisees Thailand, UMM Entertainment Thailand	8.3	Universal Music Group Australia	6.6
7	8	MPG	Kamaya Philippines, Nirlep India, Maxx India, Clarks China, Kappa China	6.3	Panasonic Indonesia	6.1
8	7	OMD	Westpac Australia, White Cat China, Mass Mutual Insurance Taiwan	8.0	Wing Tai Retail Singapore	5.8
9	9	Maxus	Yamaha Australia, Le Conte China, BBMG Hong Kong, Sharp Philippines	5.9	Ferrero Rocher Australia	2.0
10	10	Vizeum	Mango China, Kungfu China, Stabilo Malaysia	0.3	Yili China	(0.7)
11	11	Initiative	CIGNA Insurance Hong Kong, Krungthai Bank Thailand, SmarTone Vodafone Hong Kong, Western Union Thailand	3.2	The Nine Network (planning) Australia	(1.9)
12	12	Starcom MediaVest	Diageo Thailand, National Foods Australia	1.4	AAPT Australia	(2.2)
13	13	MediaCom	Shanghai VW China, Metersbonwe China, RBS Hong Kong, National Disability Service Australia	4.8	China Unicom	(7.4)

CREATIVE AGENCIES

With more than seventy wins this month from around the region, Ogilvy consolidated its place at the top of the table with DDB second off the back of their Nikon Japan and BCA Indonesia wins. McCann and BBH maintained third and fourth place, the later winning Diageo business in India

MEDIA AGENCIES

Carat maintained top position following the global Nokia alignment and some additional fmcg wins in China. Mindshare collected Heineken China and other local wins to stay on second spot. Fastest mover this month was ZenithOptimedia, securing a good series of wins from growth markets such as China and Indonesia

METHODOLOGY

The R3 New Business League has been compiled each of the last 83 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.