

Creative New Business League(AP) –July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Telstra Australia, Health Promotion Board Singapore, Lion Nathan New Zealand	29.80		27.69
2	2	Ogilvy	SC Johnson Asia Pacific, Oxford Hong Kong, Bayer Singapore, Ford China	30.81	GOME China	26.38
3	3	Leo Burnett	Sinar Mas Indonesia, Eland Korea, Bayer Korea, Nin Jiom Hong Kong,	14.88		14.33
4	8	BBDO	SC Johnson Asia Pacific, KFC Malaysia	13.75	Bayer Korea	13.28
5	4	Publicis	YaShiLi China, Mantri Square Mall India, TEBS Sosro Indonesia	12.32		12.03
6	6	Saatchi and Saatchi	Wave Infratech India, Citroen China, Head & Shoulders China	9.49	renren.com China	9.11
7	5	Grey Group	Bulla Dairy Foods Australia, Sony China, S Kumars Nationwide India, Coca-Cola Hong Kong	9.00		8.80
8	12	M&C Saatchi	Eftpos Australia, Lend Lease Australia, China Light Power Hong Kong	8.38		7.98
9	7	TBWA	Ascendas Singapore, Kiehl's China	12.22	Pernod Ricard China	7.44
10	9	Lowe	SM Supermalls Philippines, Ginebra San Miguel Philippines, Mercedes-Benz Thailand	7.42		7.32
11	10	JWT	renren.com China, GOME China, Anchor Electricals India	7.79	Burn Stewart Distillers Taiwan	6.80
12	11	Y&R	Suntech China, Global Restaurant Concepts Philippines, Transmedia Japan	5.75		4.33
13	14	McCann WorldGroup	Aircel India, Dulux India	5.66	KFC Malaysia	3.12
14	16	BBH		1.75		1.75
15	19	Bates	Tetra Pak Indonesia, Smirnoff Vietnam, MSD China	1.15	Century Ply India	1.00
16	17	Euro RSCG	Paras Pharma India, Xplore-Asia India	5.62	Citroen China	0.92
17	20	Iris		0.20		0.20
18	18	Dentsu	Ingersoll Rand India	2.55	Indiabulls India	0.01
19	21	SapientNitro		0.30		-1.20
20	13	Wieden & Kennedy		3.30	Nokia Asia Pacific	-4.70
21	15	DraftFCB	HK Land	2.86	SC Johnson Asia Pacific,	-12.18

Media New Business League(AP) – July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	REX BookStore Philippines, SanDisk India	24.80	European Motor Group New Zealand	21.81
2	2	Starcom MediaVest	Wrigley China, Burger King Asia Pacific	10.32		9.62
3	3	Carat	Changi Airport Group Singapore, Expedia Singapore	20.47	Prada Singapore	9.17
4	4	Mindshare		10.02	Forevermark Digital China	8.59
5	5	ZenithOptimedia	J.P.Morgan Hong Kong, Indiabulls India, PUMA New Zealand, Charter Hall Australia	12.29	AGL Australia	8.46
6	7	MPG	Forevermark Digital China, Javabica Coffee Indonesia, O2 Life Taiwan	11.39		8.33
7	8	PHD	SC Johnson Asia Pacific	8.38		8.18
8	6	Vizeum		6.33		6.33
9	12	Maxus	SC Johnson Asia Pacific, AGL Australia, Prada Singapore, Policy Bazaar India	6.77		4.43
10	9	MEC	Reliance Broadcast Network India, Bernas Malaysia, Michelin Indonesia	5.34		3.15
11	11	MediaCom	House of Travel New Zealand, Bausch + Lomb China, Yakult Malaysia	2.93	Escada China	1.27
12	10	Initiative	Alibaba.com Australia, beds4backs Australia, MoAD Australia	0.97	SC Johnson Asia Pacific	-0.94
13	13	Universal McCann	Microsoft Malaysia, Anjuke China, Philex Mining Philippines	3.32	SC Johnson Asia Pacific	-6.92

CREATIVE AGENCIES

DDB stayed strong in top spot and managed to obtain business from Telstra Australia and Heineken Vietnam. Ogilvy was a close second, with numerous wins like strong SC Johnson Asia Pacific, and Bayer Singapore. Leo Burnett remained in third place and also collected wins from Sinar Mas Indonesia, Bayer Korea, and Nin Jiom Hong Kong. BBDO's movement up the ranks was especially impressive, going from eighth place to fourth, along with winning business from SC Johnson Asia Pacific.

MEDIA AGENCIES

OMD held its top position and led the way in terms of YTD win revenue as well as wins from the likes of SanDisk India and Telkommisel Indonesia. Starcom MediaVest also stayed in second place while managing to win business from Wrigley China, and Burger King Asia Pacific. Likewise Carat came in third, bringing along wins from Changi Airport Group Singapore and Expedia Singapore. Mindshare made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.