

Creative New Business League(China) – July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Ogilvy	SC Johnson Asia Pacific, Ford, Metersbonwe Fashion, Burberry	53.32	GOME	39.31
2	3	Saatchi and Saatchi	Citroen, Head & Shoulders, Kingdee, PPTV	38.77	Renren.com	38.09
3	4	Publicis	YaShiLi, Imperial Court, Artistry Peeling Product	30.06	Carlo Rossi Red Wine	29.17
4	2	DDB	McDonald's, Vico	28.43		28.43
5	8	M&C Saatchi	Edwards Lifesciences, AlignTech, GSK, Otsuka	11.78		11.78
6	7	TBWA	Kieh'l's, Citizen, ANZ Asia Pacific	11.14		10.87
7	9	Grey Group	Sony, Li Ning, Belle, Guangdong Development Bank	9.16		9.16
8	13	BBDO	SC Johnson Asia Pacific, Mars Asia Pacific, VISA Asia Pacific	9.71		8.68
9=	10	WE	lashou.com, China Auto Rental, Henkel	8.20		8.20
9=	11	Lowe	Nature's Bounty, Anjuke.com, K.Boxing	8.20		8.20
11	14	JWT	renren.com, GOME, Piramal Realty, World Kitchen	9.71	Rimmel London	8.00
12	12	McCann WorldGroup	NFL, Subway, Bank of China	6.02		6.02
13	16	Y&R	Suntech, New Mind Education, Lite Department Store	6.56	Nokia Digital	4.37
14	15	Leo Burnett	Masan Group, Langham Hotels, Wyeth Caltrate, Wanke Shenyang	7.43	China Construction Bank Digital	4.01
15	5	DraftFCB	China Construction Bank Digital, Kang Nai	13.67	SC Johnson Asia Pacific	3.42
16	17	Bates	kaixin001, MSD, Hua Tai Securities	2.67		2.67
17=	18=	BBH		0.00		0.00
17=	18=	Iris		0.00		0.00
17=	18=	Dentsu	PICC	10.25	Lenovo	0.00
20	21	SapientNitro	Stella Artois	2.05	Mars	(8.20)
21	22	Euro RSCG	Yili Brands, Bosch Brand Asia Pacific, Nivea Sun	8.34	Citroen	(16.61)
22	6	Wieden & Kennedy	Umbro, Levi's	12.30	Nokia Asia Pacific	(31.44)

Media New Business League(China) –July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Carat	Coach, Xian Janssen Brands Digital, Clarins	86.87	Carlsberg	47.64
2	2	Starcom MediaVest	Wrigley, Sixty Eight, Hotel.com	35.03		35.03
3	5	MPG	Forevermark, Carrefour, NBTY, Freescale	35.26		34.30
4	4	OMD	Founder Finance Services, Parker	37.59	Lashou	32.47
5	3	Mindshare	Guangdong Development Bank, Yum! Brands	37.59	Forevermark	31.61
6	6	Vizeum	China CITIC Bank, Lashou, Oxen Appliance	21.36		21.36
7	8	Maxus	SC Johnson Asia Pacific, kaixin001, Uni-President/Juice business, OSIM	11.62	Bvlgari	10.59
8	7	ZenithOptimedia	dianping.com, Jala Group, Besunyen	23.38		6.66
9	9	PHD	SC Johnson Asia Pacific, Google, Gallo, Hotels.com Asia Pacific	4.58		4.58
10	10	MEC	PPS.TV, Florentia Village	15.65	Google	1.30
11	11	MediaCom	Bausch + Lomb, Xueda Education, Manfrotto	1.20		1.20
12	12	Initiative	Bentley, Boeing	0.44		0.44
13	13	Universal McCann	Anjuke, Swire Properties, Shenzhen Development Bank	5.10	SC Johnson Asia Pacific	(16.36)

CREATIVE AGENCIES

Ogilvy stayed strong, sticking with first place and winning business from SC Johnson Asia Pacific, Ford, Metersbonwe Fashion, and Burberry. Saatchi and Saatchi followed closely behind with impressive wins like Citroen, Head & Shoulders and Kingdee. Publicis similarly moved up a rank, right behind Saatchi and Saatchi with wins from YaShiLi and Imperial Court. Rounding off the top four is DDB.

MEDIA AGENCIES

Carat stayed in first place with massive YTD win revenue of RMB86.87m. Starcom came in second with recent wins from Wrigley. MPG clenched third place after moving up to ranks, and had a plethora of new wins from Forevermark, Carrefour, NBTY, and Freescale. OMD 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.