

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

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</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>	Towngas, Intel Asia Pacific, Hong Kong Trade Development Council	2.30		2.30
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	SC Johnson Asia Pacific, Swire Properties, Intel, Oxford	1.51	Nin Jiom	1.40
<b>3</b>	<b>10</b>	<b>BBDO</b>	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	0.74		0.74
<b>4</b>	<b>3</b>	<b>McCann WorldGroup</b>	Amway Nutrilite Global Campaign, Walt Disney Studio, City Chain Asia Pacific	0.67		0.67
<b>5</b>	<b>6</b>	<b>Leo Burnett</b>	Nin Jiom, GCL Group, Samsung Galaxy Tab, Sun Hung Kai Social Media	0.61		0.61
<b>6</b>	<b>4</b>	<b>Publicis</b>	SCA Tena, Nestle, LG Digital Asia Pacific	0.59		0.59
<b>7</b>	<b>5</b>	<b>Grey Group</b>	Coca-Cola, Roche Xeloda, The Dairy Farm, Cerebos Bird Nest	0.56		0.56
<b>8</b>	<b>8</b>	<b>JWT</b>	Samsonite	0.40	Rimmel London Asia Pacific	0.35
<b>9</b>	<b>9</b>	<b>TBWA</b>	ANZ Asia Pacific, Olympus	0.50	Mars Asia Pacific	0.30
<b>10</b>	<b>13</b>	<b>M&amp;C Saatchi</b>	China Light Power, ICAC, Yee Tung Heen Excelsior Hotel	0.28		0.28
<b>11</b>	<b>14=</b>	<b>Bates</b>		0.15		0.15
<b>12</b>	<b>11</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific	0.12		0.12
<b>13</b>	<b>12</b>	<b>Y&amp;R</b>	Samsonite	0.07		0.07
<b>14=</b>	<b>14=</b>	<b>Dentsu</b>		0.00		0.00
<b>14=</b>	<b>14=</b>	<b>Lowe</b>		0.00		0.00
<b>16</b>	<b>17</b>	<b>Euro RSCG</b>	Bosch Asia Pacific, Carlsberg/Jolly Shandy	0.13	Dulux Asia Pacific	(0.02)
<b>17</b>	<b>7</b>	<b>DraftFCB</b>	HK Land, Wing Tai Property Project, China Construction Bank	0.45	SC Johnson Asia Pacific	(0.30)

## Media New Business League(Hong Kong) –July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>Carat</b>	Pernod Ricard, Fancl, Korean Tourism Organization	2.01		2.01
<b>2</b>	<b>2</b>	<b>OMD</b>	Soulmate, Singapore Turf Club	1.59	Pernod Ricard	1.42
<b>3</b>	<b>3</b>	<b>PHD</b>	SC Johnson Asia Pacific, Dah Sing Life, Tenwow, Walt Disney Movie	1.39		1.39
<b>4</b>	<b>6</b>	<b>MPG</b>	Direct Asia, Compass Visa	0.99		0.43
<b>5</b>	<b>5</b>	<b>Starcom MediaVest</b>	Yahoo Asia Pacific, Samsung, Hotels.com	0.38		0.38
<b>6</b>	<b>7</b>	<b>MEC</b>	H&M, Starwood Hotels Asia Pacific	0.21		0.21
<b>7</b>	<b>4</b>	<b>Universal McCann</b>	Swire Properties, Financial Times, Amorepacific	0.65	SC Johnson Asia Pacific	0.05
<b>8=</b>	<b>8</b>	<b>Mindshare</b>	Hong Kong Tourism Board	0.03	Singapore Turf Club	0.01
<b>8=</b>	<b>10</b>	<b>MediaCom</b>	Electronic Arts, PT Garuda Indonesia, Shun Tak, Sun Hung Kai Real Estate Agency	0.51	Fancl	0.01
<b>10</b>	<b>9</b>	<b>Initiative</b>		0.00		0.00
<b>11</b>	<b>11</b>	<b>ZenithOptimedia</b>	J.P.Morgan, China Overseas, IPSA, ACE Group	0.41	H&M	(0.19)
<b>12</b>	<b>12</b>	<b>Maxus</b>	SC Johnson Asia Pacific	0.23	Swire Properties Ltd	(1.18)

### CREATIVE AGENCIES

DDB stayed on top spot with Towngas new business. Ogilvy won strong SC Johnson Asia Pacific new business, and was placed second. BBDO was fastest mover this month, securing SC Johnson Asia Pacific. McCann made up the rest of the top four.

### MEDIA AGENCIES

Carat maintained top spot, followed by OMD. PHD was placed third on the back of strong SC Johnson Asia Pacific win. MPG 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](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.

