

## Creative New Business League(AP) – JUNE 2009

<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>Ogilvy</b>	Telstra Australia, Mother Dairy India, Garuda Airlines Indonesia, VODOne China, Strauman Singapore	25.1	Unitech Real Estate India	17.5
<b>2</b>	<b>3</b>	<b>DDB</b>	Union Bank of India, Vitasoy Hong Kong, Golden Circle Australia, The Banyan Estate Group Thailand, Baskin-Robbins Taiwan	16.6	Bank International Indonesia	15.8
<b>3</b>	<b>2</b>	<b>McCann WorldGroup</b>	Amway (Wellness and Home & Living) Japan, Oixiang China, Nirlep Appliances India, Joyoung China	14.1	Mediker India	13.7
<b>4</b>	<b>4</b>	<b>BBH</b>	Vaseline Singapore, STB Global, Surf (Asia Pacific), Sprite (Asia Pacific)	11.1		11.1
<b>5</b>	<b>5</b>	<b>Y&amp;R</b>	Microsoft RM Australia, World Granary China, Traffic Police Singapore, Central Restaurant Group Thailand	12.4	Telstra Australia	8.3
<b>6</b>	<b>6=</b>	<b>Euro RSCG</b>	Goodyear regional, Master Kong China, Herbs and Nature Philippines, Suning China	8.5	Volvo India	7.7
<b>7</b>	<b>6=</b>	<b>Leo Burnett</b>	Telkomsel Indonesia, Tesco Lotus Thailand, BMW (part) China	8.0	Carrefour Telecom Taiwan	6.9
<b>8</b>	<b>8</b>	<b>BBDO</b>	Union Bank of India, CIMB Bank Malaysia, Yum! Foods China, Godiva China	5.5	Philam Plans Philippines	5.3
<b>9</b>	<b>9</b>	<b>TBWA</b>	V-Guard India, Korea Financial Investment Association, Nicabate Australia, Nutrilite Korea	9.7	Samsonite India	5.0
<b>10</b>	<b>10</b>	<b>Grey Group</b>	Vinaphone Vietnam, Australian Tax Office, Proya China, Orcon Internet New Zealand	3.8	Singapore Institute of Management (Global Education)	3.5
<b>11</b>	<b>11</b>	<b>Saatchi and Saatchi</b>	Rebecca wig China, Maxima India, Siemens China, Ricoh Singapore	4.3	Mengniu China	2.5
<b>12</b>	<b>12</b>	<b>Bates</b>	Taiwan Beer Taiwan, Li Ning Global, Bank of Communications China	2.4		2.4
<b>13</b>	<b>13=</b>	<b>DraftFCB</b>	Micromax India, Bank of China, Ballentine's Taiwan, Osram China	1.6	Vitasoy HK	1.5
<b>14=</b>	<b>13=</b>	<b>M&amp;C Saatchi</b>	World Pens India, Zicom India, Freedom Furniture Australia	1.2		0.4
<b>14=</b>	<b>15</b>	<b>Wieden &amp; Kennedy</b>	Play Station Japan	0.4		0.4
<b>16=</b>	<b>17</b>	<b>Publicis</b>	Dr Morepen India, International Olive Council India, Growee Philippines	0.8	Nesvita Pro Digestion Yogurt Philippines	(0.9)
<b>16=</b>	<b>16</b>	<b>JWT</b>	Thomas Cook India, Epson Asia, ITC Australia	4.1	Apollo Tyres India, Unitech Real Estate India	(0.9)
<b>18</b>	<b>18</b>	<b>Lowe</b>	Amrit Group India, Vaseline Vietnam, Aussie Australia	3.0	V Guard India	(2.9)

## Media New Business Scoreboard(AP) – JUNE 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	Nokia Asia Pacific, Perfetti Van Melle China, Greens Baking Australia, Honda (Civic model) Philippines, Taiwan Mobile - digital	24.0	Amway China	22.4
2	2	Mindshare	Andrew McManus Presents Australia, Asua Philippines, The Mount Faber Leisure Group Singapore	10.9	Tata Steel & Lafarge Cements India	8.9
3	3	PHD	The Nine Network (planning) Australia, Fortune Life Insurance Philippines, Mercedes-Benz New Zealand, Fitness First Australia	9.3	HTC Malaysia	8.4
4	4	ZenithOptimedia	Singapore 2010 Youth Olympic Games, Bacardi Australia, The Buzz Australia, Extra Space Singapore, Videocon India	19.0	JetStar Australia	8.3
5	6	Universal McCann	AISANCE Thailand, Bradford Australia, Chinese Center for Disease Control and Prevention, Singapore Prisons service	7.4	KL Suria Malaysia	7.1
6	5	MEC	Telkomsel Indonesia, UIP Singapore, Amino OK Thailand, Blizzard China	8.2	Universal Music Group Australia	6.6
7	8	OMD	Bupa Australia, PTT Public Thailand, Genting Int'l Public Hong Kong	6.9	Wearnes Automotive Singapore	5.0
8	7	MPG	Bank Negara International India, Frangelico Australia, Showpony Australia, Icon Films Australia	4.6	Panasonic Indonesia	4.3
9	9	Maxus	Nokia India, Secrets Australia, Red bull India, Monash University Australia, Hong Kong Ajisen	5.4	Estee Lauder Hong Kong	2.1
10	11	Vizeum	Mango China, Kungfu China, Stabilo Malaysia	0.2	Yili China	(0.8)
11	12	Initiative	CIGNA Insurance Hong Kong, Sanitarium Australia, China Telecom (Fujian Branch)	2.9	The Nine Network (planning) Australia	(2.1)
12	13	Starcom MediaVest	Sportsbet Australia, Heart Foundation Australia, Valvoline Australia, Glamsmile Australia	0.8	AAPT Australia	(2.8)
13	10	MediaCom	Universal Music Group Australia, Dell SMB Division India, Moh Muanchon Thailand	3.3	Nokia (Asia Pacific)	(7.2)

### CREATIVE AGENCIES

Ogilvy maintains top position with more than thirty new wins across the board, including more Telstra Australia business. DDB nudges ahead of McCann to second with wins across the board including Union Bank of India. BBH maintains fourth position with its global STB and Sprite wins

### MEDIA AGENCIES

Carat increased its position on top of the table, securing the global Nokia win along with thirty others. Other places this month were unchanged with Mindshare, PhD and ZenithOptimedia taking up the other three positions

### METHODOLOGY

The R3 New Business League has been compiled each of the last 82 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.