

Creative New Business League(AP) –June 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	DDB	Open University Australia, Mars Asia Pacific, Tiger Beer Singapore	20.39	Bosch Australia	18.24
2	1	Ogilvy	Siemens India, Vestas China, Maybelline Japan	18.91	Kang Nai China	15.10
3	3	Leo Burnett	CIMA Malaysia, Tempo Scan Pacific Tbk. Indonesia	13.03	China Construction Bank Digital	12.48
4	8	Publicis	SCA Tena Hong Kong, Duracell Taiwan	11.67	Carlo Rossi Red Wine China	11.38
5	6	Grey Group	GSK Shopper Marketing India, MoneyGram Philippines, Amway Event China	8.00		7.80
6	5	Saatchi and Saatchi		7.54	Tiger Beer Singapore	7.46
7	4	TBWA	Pernod Ricard China, ATI Vietnam, The New Indian Express	12.12	Mars Asia Pacific	7.38
8	9	BBDO	Mars Asia Pacific, VISA Asia Pacific, HTC Thailand	7.55		7.23
9	7	Lowe	BMA Wealth Creators India	6.88		6.88
10	10	JWT	Huawei Telecommunications India, Soy Joy Singapore	6.74	Rimmel London Asia Pacific	5.89
11	14	Y&R	East Coast Economic Region Malaysia, Sony Electronics Handycam Southeast Asia, Revlon Asia Pacific	5.21	Kaya Skin Clinic India	3.79
12	11	M&C Saatchi		4.02		3.62
13	12	Wieden & Kennedy		3.30		3.30
14	13	McCann WorldGroup	Nihon Tetra Pak K.K. Japan, NFL China, Bank of the Philippine Islands	5.56		3.22
15	15	DraftFCB	Kang Nai China, China Construction Bank Digital	2.81	LIC India	2.78
16	16	BBH	Johnnie Walker India, Captain Morgan India, Marico India	1.75		1.75
17	19	Euro RSCG	Montal Security Australia, Yili Brands China, Kelkoo.com India	4.72		1.22
18	17	Dentsu	MDA Singapore	2.50	MVL Mobiles India	0.83
19	18	Bates		0.74	CavinKare India	0.64
20	21	Iris		0.20		0.20
21	20	SapientNitro	Stella Artois China	0.30	Mars China	-1.20

Media New Business League(AP) –June 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	Tourism Australia, World Kitchen India, OPPO Thailand	24.44	SAB TV India	21.67
2	3	Starcom MediaVest	Chevrolet Thailand, Hotel.com China, Resorts World Manila Philippines	10.22		9.52
3	2	Carat	Coach China, La Trobe Australia, Clarins China	20.42	Tourism Australia	9.23
4	4	Mindshare	Amazon.com Japan, The Capital Condo Thailand	10.02		9.01
5	5	ZenithOptimedia	Gomaji Taiwan, OLX India, dianping.com China	10.19	Resorts World Manila Philippines	6.66
6	7	Vizeum		6.33		6.33
7	6	MPG	Symantec Asia Pacific, Vaswani Group India	8.96		5.90
8	8	PHD	Dah Sing Life Hong Kong	5.35	Air Asia Thailand	5.15
9	9	MEC	Dapha Trading Taiwan, Dell India, McCormick Philippines	5.07		2.88
10	11	Initiative	Krungthai Bank SME Campaign Thailand, Air Asia Thailand, Yayoi Japanese Restaurant Thailand	0.94		0.52
11	10	MediaCom	PT Garuda Indonesia Hong Kong, Sun Hung Kai Real Estate Agency Hong Kong	2.05		0.43
12	12	Maxus	US Aid India, Kia Sportage Philippines, Hush Puppies Shoes Singapore	1.72	Swire Property Hong Kong	-0.62
13	13	Universal McCann	Swire Property Hong Kong, Financial Times Hong Kong, CJ Media Korea	2.62		-1.62

CREATIVE AGENCIES

DDB moved to top position by attaining wins across Asia Pacific: Open University Australia, Mars Asia Pacific, and Tiger Beer Singapore. Following closely behind DDB is Ogilvy, who won large revenue from its big clients like Siemens India and Maybelline Japan. Leo Burnett and Publicis made up the rest of top four.

MEDIA AGENCIES

OMD retained its top position, with numerous wins such as Tourism Australia, World Kitchen India, and OPPO Thailand. Starcom achieved its ranking advancement from the third to the second place this year with a succession of wins including Chevrolet Thailand and Resorts World Manila Philippines. Carat and Mindshare made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 106 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.