

## Creative New Business League(China) – June 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	Siemens, Vestas, Macalline	43.75	China Merchant Bank	33.50
<b>2</b>	<b>4</b>	<b>DDB</b>	McDonald's, Vico	27.89		27.89
<b>3</b>	<b>2</b>	<b>Saatchi and Saatchi</b>	PPTV, Yang Sheng Tang, Sleemon Furniture	26.81		26.81
<b>4</b>	<b>3</b>	<b>Publicis</b>	Artistry Peeling Product	27.13	Carlo Rossi Red Wine	26.25
<b>5</b>	<b>11</b>	<b>DraftFCB</b>	China Construction Bank Digital, Kang Nai	13.67		13.67
<b>6</b>	<b>5</b>	<b>Wieden &amp; Kennedy</b>	Umbro, Levi's	12.30		12.30
<b>7</b>	<b>6</b>	<b>TBWA</b>	Pernod Ricard, Citizen, ANZ Asia Pacific	10.80		10.80
<b>8</b>	<b>7</b>	<b>M&amp;C Saatchi</b>	Vertu, XinTianDi Fashion, Tries Garments	9.66		9.66
<b>9</b>	<b>10</b>	<b>Grey Group</b>	Amway Event, Belle MAP Integration Shop Exhibition	9.30		9.30
<b>10</b>	<b>9</b>	<b>WE</b>	lashou.com, China Auto Rental, Henkel	8.20		8.20
<b>11</b>	<b>8</b>	<b>Lowe</b>	Anjuke.com, K.Boxing	7.52		7.52
<b>12</b>	<b>13</b>	<b>McCann WorldGroup</b>	NFL, Subway, Bank of China	6.02		6.02
<b>13</b>	<b>14</b>	<b>BBDO</b>	Mars Asia Pacific, VISA Asia Pacific	5.60		4.58
<b>14</b>	<b>15</b>	<b>JWT</b>	Piramal Realty, World Kitchen	5.26	Rimmel London	3.55
<b>15</b>	<b>12</b>	<b>Leo Burnett</b>	Wyeth Caltrate, Wanke Shenyang, NetEase	6.64	China Construction Bank Digital	3.22
<b>16</b>	<b>17</b>	<b>Y&amp;R</b>	New Mind Education, Lite Department Store, Midea Purified Water Appliance	5.19	Nokia Digital	3.01
<b>17</b>	<b>16</b>	<b>Bates</b>	MSD, Hua Tai Securities	2.32		2.32
<b>18=</b>	<b>18=</b>	<b>BBH</b>		0.00		0.00
<b>18=</b>	<b>18=</b>	<b>Iris</b>		0.00		0.00
<b>18=</b>	<b>18=</b>	<b>Dentsu</b>	PICC	10.25	Lenovo	0.00
<b>21</b>	<b>18=</b>	<b>SapientNitro</b>	Stella Artois	2.05	Mars	(8.20)
<b>22</b>	<b>22</b>	<b>Euro RSCG</b>	Yili Brands, Bosch Brand Asia Pacific, Nivea Sun	8.34	China Telecom	(8.41)

# Media New Business League(China) –June 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	3	Starcom MediaVest	Sixty Eight, Hotel.com	34.69		34.69
3	2	Mindshare	Guangdong Development Bank, Yum! Brands	37.59		34.18
4	4	OMD	Founder Finance Services, Parker	37.59	Lashou	32.47
5	5	MPG	Mister Donut Digital, Bosch Brand Asia Pacific, Escada Asia Pacific	24.26		23.30
6	6	Vizeum	China CITIC Bank, Lashou, Oxen Appliance	21.36		21.36
7	7	ZenithOptimedia	dianping.com, Jala Group, Besunyen	23.38		6.66
8	8	Maxus	Uni-President/Juice business, OSIM, Mate Best	6.84	Bulgari	5.81
9	9	PHD	Google, Gallo, Hotels.com Asia Pacific	1.50		1.50
10	10	MEC	PPS.TV, Florentia Village	15.65	Google	1.30
11	11	MediaCom	Xueda Education, Manfrotto	0.85		0.85
12	12	Initiative	Bentley, Boeing	0.44		0.44
13	13	Universal McCann	Swire Properties, Shenzhen Development Bank	3.05	Founder	(8.16)

## CREATIVE AGENCIES

Ogilvy maintained its top spot, bringing in Siemens, Vestas and Macalline. DDB jumped to second on the back of McDonald's win. Saatchi & Saatchi and Publicis made up the rest of the top four.

## MEDIA AGENCIES

Carat stayed in number one position, securing Coach and Clarins. Starcom moved up to second on the back of Sixty Eight and Hotel.com new businesses. Mindshare and OMD 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](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.

