

## Creative New Business League(Hong Kong) –June 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>DDB</b>	Intel Asia Pacific, Hong Kong Trade Development Council, Bel Greater China	2.15		2.15
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	Swire Properties, Intel, Oxford	1.06	Lenovo Asia Pacific	0.96
<b>3</b>	<b>3</b>	<b>McCann WorldGroup</b>	Amway Nutrilite Global Campaign, Walt Disney Studio, City Chain Asia Pacific	0.67		0.67
<b>4</b>	<b>7</b>	<b>Publicis</b>	SCA Tena, Nestle, LG Digital Asia Pacific	0.59		0.59
<b>5</b>	<b>4</b>	<b>Grey Group</b>	The Dairy Farm, Cerebos Bird Nest, Galaxy Macau	0.52		0.52
<b>6</b>	<b>6</b>	<b>Leo Burnett</b>	Samsung Galaxy Tab, Sun Hung Kai Social Media, Stepper Eyewear	0.46		0.46
<b>7</b>	<b>8=</b>	<b>DraftFCB</b>	Wing Tai Property Project, China Construction Bank - Personal Loan, OSIM - Mother Day Promotion	0.40		0.40
<b>8</b>	<b>8=</b>	<b>JWT</b>	Samsonite	0.40	Rimmel London Asia Pacific	0.35
<b>9</b>	<b>5</b>	<b>TBWA</b>	ANZ Asia Pacific, Olympus	0.50	Mars Asia Pacific	0.30
<b>10</b>	<b>10</b>	<b>BBDO</b>	VISA Asia Pacific, Mars Asia Pacific, Carrera Sunglasses	0.24		0.24
<b>11</b>	<b>11</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific	0.12		0.12
<b>12</b>	<b>12</b>	<b>Y&amp;R</b>	Samsonite	0.07		0.07
<b>13</b>	<b>13</b>	<b>M&amp;C Saatchi</b>	ICAC, Yee Tung Heen Excelsior Hotel	0.03		0.03
<b>14=</b>	<b>14=</b>	<b>Bates</b>		0.00		0.00
<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>17</b>	<b>17</b>	<b>Euro RSCG</b>	Bosch Asia Pacific, Carlsberg/Jolly Shandy	0.13	Dulux Asia Pacific	(0.02)

## Media New Business League(Hong Kong) –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	Carat	Pernod Ricard, Fancl, Korean Tourism Organization	2.01		2.01
2	4	OMD	Soulmate, Singapore Turf Club	1.59	Pernod Ricard	1.44
3	2	PHD	Dah Sing Life, Tenwow, Walt Disney Movie	1.22		1.22
4	6	Universal McCann	Swire Properties, Financial Times, Amorepacific	0.65		0.65
5	5	Starcom MediaVest	Yahoo Asia Pacific, Samsung, Hotels.com	0.38		0.38
6	3	MPG	Direct Asia, Compass Visa	0.87		0.31
7	7	MEC	H&M, Starwood Hotels Asia Pacific	0.21		0.21
8	8	Mindshare	Hong Kong Tourism Board	0.03	Singapore Turf Club	0.01
9	9	Initiative		0.00		0.00
10	10	MediaCom	PT Garuda Indonesia, Shun Tak, Sun Hung Kai Real Estate Agency	0.49	Fancl	(0.02)
11	11	ZenithOptimedia	ACE Group, Tencent	0.07	H&M	(0.53)
12	12	Maxus		0.00	Swire Properties Ltd	(1.40)

### CREATIVE AGENCIES

DDB kept its top spot with some confidential wins. Ogilvy was placed second, securing Swire Properties and Intel. McCann and Publicis made up the rest of the top four.

### MEDIA AGENCIES

Carat maintained top spot on the back of Pernod Ricard win, followed by OMD. PHD picked up Dah Sing Life, and made up the rest of the top four with UM.

### 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.

