

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

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>2</b>	<b>DDB</b>	Reebok(Asia Pacific), Ministry of Health Singapore, Melco Hong Kong, Dabur - Pudim Hara India	9.9	RmKV India	9.1
<b>2</b>	<b>1</b>	<b>Ogilvy</b>	Coke Digital Australia,FIFA 2018 World Cup Australia, Prudential Singapore, Aerowisata Indonesia, Nike Football (SEA)	13.6	Hyundai Australia	8.5
<b>3</b>	<b>3</b>	<b>Y&amp;R</b>	NSW Dept health Australia, Marico India, AB Foods (Ovaltine) Philippines, Ministry of Manpower Singapore	7.1	Meat & Livestock Australia	5.6
<b>4</b>	<b>4</b>	<b>McCann WorldGroup</b>	Midea Thailand, INX News India, Volkswagen HK, Directories Philippines	4.0	Mediker India	3.6
<b>5</b>	<b>5</b>	<b>Euro RSCG</b>	Wooami Korea, DBS Taiwan, Motorlite Philippines, Novotel Taiwan	4.2	Volvo India	3.3
<b>6</b>	<b>7</b>	<b>BBH</b>	Sprite (Asia Pacific), Marico India, Rediff India	3.1		3.1
<b>7</b>	<b>9</b>	<b>TBWA</b>	ABC Australia, Meow FM India, Ma9Ma9 - CJ Internet Korea, Style Spa Furniture India	4.4	ING Korea	2.9
<b>8</b>	<b>6</b>	<b>Leo Burnett</b>	Panasonic Appliances India, Ligu China, The Express Group India, TCEB Thailand	2.7	Mobitel Sri Lanka	2.2
<b>9=</b>	<b>11=</b>	<b>Lowe</b>	Aussie Australia, Volvo India, TGBL India, Bimbo China, BCCL India	2.5	AB Foods (Ovaltine) Philippines	2.0
<b>9=</b>	<b>10</b>	<b>Grey Group</b>	GSK - Sensodyne & Breathe Right India, Mobitel Sri Lanka, Hanoimilk Vietnam, RmKV India	2.4	Infosys Finacle India	2.0
<b>11</b>	<b>8</b>	<b>BBDO</b>	Krispy kreme Philippines, Ultramotors India, Gill Capital Singapore, Diageo Hong Kong	1.9	Philam Plans Philippines	1.7
<b>12</b>	<b>13</b>	<b>JWT</b>	Federal Government Australia, Nike India, Uni President Iced Tea China, Jasonwood China	2.2		1.4
<b>13</b>	<b>14=</b>	<b>DraftFCB</b>	Bank of China, MingAn China, Ballentine's Taiwan, Osram China	1.3		1.3
<b>14</b>	<b>11=</b>	<b>M&amp;C Saatchi</b>	Freedom Furniture Australia	0.8		0.8
<b>15</b>	<b>16</b>	<b>Bates</b>	Win Medicare India	0.3	Marico Parachute Soap India	0.3
<b>16</b>	<b>14=</b>	<b>Wieden &amp; Kennedy</b>		0.0		0.0
<b>17</b>	<b>17</b>	<b>Saatchi and Saatchi</b>	Shyam Telelink India, Jurong Town Corp Singapore	0.7	Prudential Singapore	(0.6)
<b>18</b>	<b>18</b>	<b>Publicis</b>	Growee Philippines	0.3	Marico India	(0.7)

## Media New Business Scoreboard(AP) – MAR 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	Carat	Bank of Communications - Pacific credit card China, Easy Buy Thailand, Zero to Seven Korea, Emirates - digital HK	7.5	Nissan Singapore	7.2
2	3	PHD	Sasa HK, Siemens Australia, HP (Asia Pacific), GE Capital Thailand	7.4	AIA China	6.7
3	1	Universal McCann	Target Australia, Globe Telecom Philippines, Blue Moon Washing Liquid China, Tata Teleservices India, Ping An Insurance China	6.2	Octopus	6.0
4	7	Mindshare	Yili China, Las Vegas Sands Regional, Fujian Daimler China, All India Congress Committee India	6.3	Lenovo South East Asia	5.2
5	6	MEC	National Congress Party India, Octopus HK, Acme Fitness India, King Rex Hi Media Taiwan	3.5	Taiwan High Speed Rail	2.7
6	5	MPG	DBS Hong Kong, DBS Taiwan, Voyages Australia, Jockey India, Country Choice Indonesia	2.7	Panasonic Indonesia	2.6
7	8	ZenithOptimedia	Korea Tourism Regional, Videocon DTH India, GQ Magazine China, Ibibo.com India	10.3	HP (Asia Pacific)	2.3
8	4	OMD	Wyeth Hong Kong, Super Coffeemix Marketing Sdn Bhd Malaysia, Bluebird Foods New Zealand, Syngenta Thailand	3.0	Bank of Communications - Pacific credit card China	1.6
9	9	MediaCom	SPR Group India, Hitachi (Great China), Masan Group Vietnam, Evrika Solutions Taiwan	1.6	Barclay's iShares (Asia Pacific)	1.5
10	11	Maxus	Nikon-DSLR Hong Kong, Fiesta Pasta and Sauces Philippines, Greens Foods Australia, Double A Papers Pakistan	0.9	Wyeth Hhong Kong	(0.1)
11	10	Vizeum	Stabilo Malaysia	0.0	Yili China	(1.0)
12	12	Initiative	Pfizer China, Grupo Bimbo China, Intel China	1.2	Fairfax Media Australia	(1.3)
13	13	Starcom MediaVest		0.0	Bayer China, China Telecom	(3.3)

### CREATIVE AGENCIES

DDB moves to the top of the table through the global Reebok win, along with picking up Melco Macau and other big local wins. Ogilvy drops to second spot, but still managed to generate over twenty new wins this month, including Prudential Singapore

### MEDIA AGENCIES

Carat moves to top spot on the back of a Bank of Communications China win, along with thirty other local wins across ten markets. Omnicom's PhD, by virtue of the global HP win, moves to the second place.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 79 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.