

## Creative New Business League(Hong Kong) – Mar 2010

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>	Beverage Client, Redevco, Taifook Securities, Clear Air Network	0.6		0.6
<b>2</b>	<b>1</b>	<b>Publicis</b>	South China Morning Post	0.5		0.5
<b>3=</b>	<b>2=</b>	<b>JWT</b>	Food Client	0.3		0.3
<b>3=</b>	<b>2=</b>	<b>Euro RSCG</b>	Beauty Client	0.3		0.3
<b>5=</b>	<b>6=</b>	<b>Ogilvy</b>		0.1		0.1
<b>5=</b>	<b>5=</b>	<b>Grey Group</b>		0.1		0.1
<b>7=</b>	<b>6=</b>	<b>McCann WorldGroup</b>		0.0		0.0
<b>7=</b>	<b>6=</b>	<b>TBWA</b>		0.0		0.0
<b>7=</b>	<b>6=</b>	<b>Bates</b>		0.0		0.0
<b>7=</b>	<b>6=</b>	<b>Y&amp;R</b>		0.0		0.0
<b>7=</b>	<b>6=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>7=</b>	<b>6=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>7=</b>	<b>6=</b>	<b>Lowe</b>		0.0		0.0
<b>7=</b>	<b>6=</b>	<b>Leo Burnett</b>		0.0		0.0
<b>7=</b>	<b>6=</b>	<b>BBDO</b>		0.0		0.0
<b>17</b>	<b>6=</b>	<b>DraftFCB</b>		0.0		(0.2)

## Media New Business Scoreboard(Hong Kong) – Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	PHD	Clarins, Unilever, As Watson	2.0		2.0
2	2=	Universal McCann	AIA Asia Pacific, Smartone Vodafone Planning	0.6		0.6
3=	2=	Initiative	Smartone Vodafone	0.5		0.5
3=	5=	Maxus	Shangri-la Asia Pacific, Cheung Kong Properties, My Beauty Diary	0.5		0.5
5	4	Carat	Rackspace, Deutsche Bank, King's Glory Education, Centaline Property	0.4		0.4
6	5=	MediaCom	Discovery Park Shopping Centre, Mega Box	0.2		0.2
7=	7=	MPG		0.0		0.0
7=	7=	Starcom MediaVest		0.0		0.0
7=	7=	MEC		0.0		0.0
10	7=	OMD		0.0	Shangri-la Asia Pacific	(0.2)
11	11	ZenithOptimedia	Aviva	0.2	Smartone Vodafone	(0.3)
12	12	Mindshare	Bayer Asia Pacific	0.3	Unilever	(1.3)

### CREATIVE AGENCIES

DDB moved to the top position securing some beverage client. Publicis, JWT and Euro RSCG made up the top four

### MEDIA AGENCIES

PHD is still well ahead on the back of the Unilever Greater China consolidation. Universal McCann maintained the second place securing AIA regional account. Fastest mover is Maxus who snapped Shangri-la regional business as well as some local wins, and shared the third position with Initiative.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 91 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.

