

Creative New Business League(AP) – 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	Leo Burnett	Shell Philippines, McDonald's Philippines, Skoda's Octavia China, UOB Singapore	7.2	Sony Vietnam	6.6
2	3	Grey Group	Telkom Indonesia, Allergan Korea, Workplace Safety and Health Council Singapore	6.7	Spencer's Retail India	6.4
3	4	DDB	L&T Mutual Funds India, Macquarie University Hospital Australia, Silky Girl Malaysia	7.6	Prenagen Indonesia	6.1
4	2	Ogilvy	Srithai Lock & Lock Thailand, Aegon Religare India, Luminous Power Technologies India	7.9	Bayer Thailand	6.0
5	5=	McCann WorldGroup	Britannia India, Shenzhen Development Bank China, Yamaha Japan, Bayer Thailand	5.3	Mister Donut Philippines	4.5
6	5=	Publicis	Virgin Mobile Australia, LG Mobile Digital China, Maggi Malaysia	4.2	Shenzhen Development Bank	4.0
7	7	TBWA	Mister Donut Philippines, Animals Asia Vietnam, Zespri Kiwi Fruit Singapore, Wrigley Sugus China	3.5		3.5
8	14=	BBDO	Telkom Indonesia, Toshiba Australia, Guinness Singapore, Kappa China, Aboitiz Philippines	4.6	Wrigley Taiwan	2.9
9	8=	M&C Saatchi	Pocari China, Yakult China, Sony Handycam China	2.6		2.6
10	13	Bates	ITC India, Chennai Marathon India, Little Swan China, 3M China	4.0	Shell Singapore, Telkom Indonesia	2.5
11	19	JWT	Osotspa Indonesia, Life Insurance India, Dicitex Décor India, Egypt Tourism Japan	3.2	Alpenliebe China	2.4
12	8=	Euro RSCG	Citisec Online Philippines, Asia Pulp & Paper Taiwan, Grace Hat Japan, MNYL i-genious India	2.9	Telkom Indonesia	1.9
13	14=	Lowe	Founder Group China, Mayden Pharma India, Fanta & Sprite Activation Indonesia	2.6	Unilever Lakme Salon India	1.8
14=	10	Dentsu	Soy Joy Indonesia, Hitachi SEA, The Ministry of Manpower in Singapore	1.7		1.7
14=	11	Y&R	Prenagen Indonesia, Sriram Land India, Thai Health Promotion Board Thailand, V Drinks China	2.9	ME Bank Australia	1.7
14=	20=	Saatchi and Saatchi	Chrysler China, Carlsberg China, White Rabbit China	3.3	United Overseas Bank Singapore	1.7
17	12	BBH	Unilever Lakme Salon India, Alpenliebe China	1.3		1.3
18	16	SapientNitro	QLD State Govt Australia, Terry White Chemists Australia	0.9		0.9
19	17	Wieden & Kennedy	The Park Hotel India, Budweiser India	0.8		0.8
20=	18	DraftFCB	Semir Digital China	0.5	Micromax India	0.1
20=	20=	Iris	The Executive Centre Singapore, Alpha G India, Freights and Couriers Australia	0.1		0.1

Media New Business Scoreboard(AP) – 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	Chia Tai Thailand, IKEA Thailand, Electrolux Australia, Red Bull Philippines	20.2	Real Insurance Australia	19.8
2	2	Carat	Abmeribaari India, Goverdhan India, Jaspal & Son Thailand, Mitsubishi China	8.2	Asia Pacific Telecom Taiwan	7.6
3	3	MEC	Chrysler China, Telkomsel Outdoor Indonesia, Colgate India, IKEA China, Mercedes Benz India	5.0	Neo Sports India	4.4
4	5	Maxus	Shangri-la Asia Pacific, Bausch & Lomb India, Neo Sports India, DongFeng XiaoKang Auto China	4.5	iiNet Australia	4.1
5	6	ZenithOptimedia	Reckitt Benckiser China, BJ Tourism Board China, Bamansons Labs Taiwan	4.5	Smartone Vodafone Hong Kong	3.8
6	7	Universal McCann	AIA Asia, Founder China, Smartone Vodafone Planning HK, Panasonic Australia	2.9		2.7
7	4	OMD	IKEA Singapore, TOA Thailand, Metecno Australia, Henkel Taiwan	7.0	Shangri-la Asia Pacific	1.7
8	8	Initiative	Revlon Australia, Hamdard Laboratories India, Progressive Australia, Q-House Thailand	1.4		1.4
9	9	Vizeum	Amrutanjan India, Beauté Prestige International Australia	1.0		1.0
10	11	MPG		0.0		0.0
11	10	Mediacom	Election Campaigns Philippines, Lock & Lock Thailand, StreaX & Vasmol India	1.6	Multi Screen Media India	(0.2)
12	12	Mindshare	Unilever India, Unilever Thailand, Bayer Asia Pacific, Lenovo Taiwan, IKEA Taiwan	18.7	Prulife UK Philippines	(0.7)
13	13	Starcom MediaVest	Australian Government 'Get Reading', Prudential Taiwan, Asia Pacific Telecom Taiwan	2.2	PingAn Planning China	(2.0)

CREATIVE AGENCIES

Leo Burnett maintains top position on the table, expanding its McDonald's Philippines relationship, and winning UOB Singapore. In close pursuit, Grey move up from third to second on the back of Telkom Indonesia and Allergan Korea. DDB and Ogilvy both remain in the top four, with fastest mover this month BBDO

MEDIA AGENCIES

Unchanged positions amongst the top three with PHD still well ahead on the back of the Unilever Greater China consolidation. Carat maintains second position, despite the loss of Asia Pacific Telecom in Taiwan. And MEC stays in third spot consolidating global clients including Colgate, Mercedes and IKEA. Maxus moves up into Fourth position on the back of some positive wins in China and India

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 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.