

Creative New Business League(AP) – Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	15	TBWA	ANZ Asia Pacific, WeMakePrice Korea, Olympus Hong Kong	10.27	Tourism Malaysia	8.35
2	12	Ogilvy	Harman China, Star India Network, SingTel F1 Singapore	10.65	China Merchant Bank	7.85
3	2	Publicis	China Merchant Bank, Merino Group India, Surya 16 Thailand	6.59		6.59
4	9	Saatchi and Saatchi	China Telecom, Lexus China, F&N Dairies Malaysia	6.53		6.53
5	4	Leo Burnett	Satterleys Australia, Samsung India, Coca Cola India	6.44		6.44
6	1	BBDO	Peugeot Citroen Japan, Kino Care- Healthy drink category Indonesia, Alpen Japan	5.57		5.57
7	3	Grey Group	Galaxy Macau Hong Kong, Mankind Pharma India, PEMANDU - Government Transformation Programme Malaysia	5.50		5.50
8	5	Lowe	Continental Foods & Soups Australia, Orbit Infrastructure & Developers India, Daawat Basmati Rice India	5.20		5.20
9	6	JWT	Everonn Education Limited India, Vijay Television India	4.34		4.14
10	8	DDB	East-West Bank Philippines, Primadonna Philippines, World Wildlife Foundation Philippines	5.79	LG Indonesia	4.04
11	7	Wieden & Kennedy		3.30		3.30
12	14	Y&R	Sansiri Thailand, Samsonite Hong Kong, Workforce Development Agency Singapore	2.50		2.50
13	13	M&C Saatchi	XinTianDi Fashion China, Callaway Golf Japan	2.23	Pizza Hut Indonesia	2.23
14	10	McCann WorldGroup	City Chain Asia Pacific, Ecco Singapore, Omron Healthcare India	3.32	Coca Cola India	2.22
15	16	DraftFCB	Sony Ericsson - PSP Smart Phone Launch China, Wing Tai Property Hong Kong, Sunsuivi Rice Taiwan	1.45		1.45
16	17=	Bates	Hua Tai Securities China, AGV Milk Taiwan, ABC Noodles Indonesia	0.44		0.44
17	17=	Iris		0.20		0.20
18	21	Dentsu	PICC China	1.60	Lenovo China	0.10
19=	19=	BBH		0.00		0.00
19=	19=	SapientNitro		0.00		0.00
21	11	Euro RSCG	Jim Bean Spirits India, Nivea Sun China, Carlsberg/Jolly Shandy Hong Kong	3.12	China Telecom	(0.38)

Media New Business League(AP) – Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	3	OMD	Amway China, eHarmony Australia, Health Promotion Board Singapore	10.36		9.61
2	5	Starcom MediaVest	Yahoo Asia Pacific, China Telecom, Samsung Hong Kong	9.59	UOB Singapore	9.05
3	1	Mindshare	Guangdong Development Bank China, Yum! Brands China	9.75	Zespri Taiwan	8.85
4	4	ZenithOptimedia	UOB Singapore, 360buy China, ABB China	7.39	H&M Hong Kong	5.89
5	2	Carat	Toko Bagus Indonesia, Suria KLCC Malaysia, Korean Tourism Australia	11.57	China Telecom	5.87
6	6	Vizeum	Oxen Appliance China, Tourism Malaysia, Gongniu Group China	4.15		4.15
7	8	PHD	Walt Disney Movie Hong Kong, Gumtree Australia, Papa John's Pizza Malaysia	3.97	Uniqlo Singapore	3.87
8	9	MPG	Dockers China, PT Movilex India, LacosteLive Digital China	4.20	Reckitt Benckiser India	2.20
9	7	MEC	Daily News & Analysis India, Demak Malaysia, TSL China	3.15	Amway China	1.07
10	11	Maxus	Uni-President/Juice business China, Nikon Philippines, ANA Airlines Philippines	1.55	Bvlgari China	0.25
11	10	Initiative	AH Beard Australia, Boots Retail Thailand, Bentley China	0.54	Carpet Court Australia	0.18
12	12	MediaCom	Mission Foods Australia, MakeMyTrip.com India, Hong Kong Airlines	1.40	Carnival Cruises Australia	(0.15)
13	13	Universal McCann	Kohler China, Eibe Korea, Mudah.my Malaysia	1.85	ABB China	(0.89)

CREATIVE AGENCIES

TBWA jumped to first spot this month, on the back of the ANZ Asia Pacific consolidation, and several wins in Korea. Ogilvy also moved up significantly, with wins across the region. Sister agencies Publicis and Saatchi & Saatchi made up the rest of the top four.

MEDIA AGENCIES

OMD jumped to top spot securing the massive Amway China business, along with other accounts in Australia and Singapore. Starcom also moved up on the back of their huge China Telecom win. Mindshare and ZenithOptimedia made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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.

