

Creative New Business League(China) – Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	4	Saatchi and Saatchi	China Telecom, Lexus Digital, Sanofi Aventis (HaoWaWa)	25.29		25.29
2	1	Publicis	China Merchant Bank, Yashili Infant Milk Powder, CMD Retail Banking	24.58		24.58
3	6	Ogilvy	Harman, Faurecia, Ikea	26.52	China Merchant Bank	19.68
4	2	Wieden & Kennedy	Umbro, Levi's	12.30		12.30
5	3	DDB	Founder Computer, Shanghai Volkswagen, 360Buy	11.48		11.48
6	5	TBWA	ANZ Asia Pacific, Pfizer, Hisense	8.89		8.89
7	11=	DraftFCB	Sony Ericsson - PSP Smart Phone Launch , Oreo Digital	6.84		6.84
8	8	Grey Group	Unilife Project, Amway Project, Mead Johnson Projects	6.22		6.22
9	9	Leo Burnett	Wanke Shenyang, NetEase, Sun Hung Kai Properties	5.45		5.45
10	13	M&C Saatchi	XinTianDi Fashion, Tries Garments	4.47		4.47
11	10	Lowe	Shui Yushan Seabuckthorn Juice, Alipay	4.10		4.10
12	11=	WE	Jin Luo	3.42		3.42
13	16	JWT	Haier	4.65		3.28
14	14	BBDO	Blackberry Asia Pacific	2.73		2.73
15	15	McCann WorldGroup	City Chain Asia Pacific, Cheng Shin-Toyo Tire & Rubber	2.72		2.72
16	17	Y&R	Midea Purified Water Appliance, Arawana XMY brand	1.91		1.91
17	18=	Bates	Hua Tai Securities	0.27		0.27
18=	18=	BBH		0.00		0.00
18=	18=	SapientNitro		0.00		0.00
18=	18=	Iris		0.00		0.00
18=	22	Dentsu	PICC	10.25	Lenovo	0.00
22	7	Euro RSCG	Nivea Sun, Huada Gene, Dulux Digital	6.22	China Telecom	(10.53)

Media New Business League(China) – Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Mindshare	Guangdong Development Bank, Yum! Brands	37.59		34.18
2	7	Starcom MediaVest	China Telecom, Yahoo Asia Pacific	33.83		33.83
3	2	MPG	LacosteLive Digital, Dockers	23.75		23.75
4	6	OMD	Amway, Levi's Asia Pacific	23.24		23.24
5	8	ZenithOptimedia	360buy, ABB	18.97	H&M	15.38
6	5	Vizeum	Oxen Appliance, Gongniu Group	15.17		15.17
7	3	Carat	Beiersdorf, SKY 100, Weisen U	46.21	China Telecom	10.33
8	9	Maxus	Uni-President/Juice business, OSIM, Mate Best	6.84	Bulgari	5.81
9	10	Universal McCann	Kohler, Ping An Insurance, Suntory	2.38	ABB	1.43
10	11	PHD	Hotels.com Asia Pacific	0.58		0.58
11	12	Initiative	Bentley, Boeing	0.44		0.44
12	13	MediaCom		0.00		0.00
13	4	MEC	TSL, H&M	13.50	Amway	(0.17)

CREATIVE AGENCIES

With the massive China Telecom win, Saatchi & Saatchi jumped to the top of the table this month, pushing sister agency Publicis down to second position. Market leader Ogilvy was in third spot, with Ikea and other wins, closely followed by Wieden + Kennedy, who secured Levi's globally

MEDIA AGENCIES

Mindshare stayed in first position, off the back of the Guangdong Development Bank win and retaining the Yum business. Starcom, winner of the China Telecom business, leapt up to second position. MPG and OMD were ranked third and fourth.

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.

