

Creative New Business League(Hong Kong) –Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Hong Kong Trade Development Council, Intel, Bel Greater China	1.30		1.30
2	2	McCann WorldGroup	Amway Nutrilite Global Campaign, Walt Disney Studio, City Chain Asia Pacific	0.67		0.67
3	5	Ogilvy	Orion Capital, Metlife, Swire Pacific Place Mall CNY	0.67		0.57
4	10=	TBWA	ANZ Asia Pacific, Olympus	0.50		0.50
5	3	Publicis	Nestle, LG Digital Asia Pacific	0.45	Lenovo Asia Pacific	0.45
6	9	Grey Group	Galaxy Macau, GSK-Joint promotion with Mannings, Best Yamatoo	0.42		0.42
7=	4	JWT	Samsonite	0.40		0.40
7=	10=	DraftFCB	Wing Tai Property Project, China Construction Bank - Personal Loan, OSIM - Mother Day Promotion	0.40		0.40
9	6	Leo Burnett	Stepper Eyewear, Stepper Eyewear	0.37		0.37
10=	7=	Saatchi and Saatchi	Lenovo Asia Pacific	0.10		0.10
10=	7=	BBDO	Blackberry Asia Pacific	0.10		0.10
12	10=	Y&R	Samsonite	0.07		0.07
13=	10=	M&C Saatchi		0.00		0.00
13=	10=	Bates		0.00		0.00
13=	10=	Dentsu		0.00		0.00
13=	10=	Lowe		0.00		0.00
17	10=	Euro RSCG	Carlsberg/Jolly Shandy	0.05	Dulux Asia Pacific	(0.10)

Media New Business League(Hong Kong) –Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Fancl, Pernod Ricard, Korean Tourism Organization	1.94		1.94
2	5	PHD	Walt Disney Movie, HTC	1.18		1.18
3	2	MPG	Aberdeen International Project, GIA Digital	0.48		0.48
4	7	Starcom MediaVest	Yahoo Asia Pacific, Samsung, Hotels.com	0.38		0.38
5	3	OMD	HK Trade Development Council, Levi's Asia Pacific	0.33		0.33
6	4	Universal McCann	Amorepacific	0.30		0.30
7	6	MEC	H&M, Starwood Hotels Asia Pacific	0.21		0.21
8=	8=	Initiative		0.00		0.00
8=	8=	Mindshare		0.00		0.00
10	11	MediaCom	Hong Kong Airlines, Manfrotto Distribution, Oriental Press Group	0.14	Fancl	(0.37)
11	10	ZenithOptimedia	ACE Group, Tencent	0.07	H&M	(0.53)
12	12	Maxus		0.00	Friso	(1.15)

CREATIVE AGENCIES

DDB maintained top spot, followed by McCann. Ogilvy was placed third, securing Orion Capital and Metlife. TBWA was fastest mover this month on the back of ANZ Asia Pacific and Olympus wins.

MEDIA AGENCIES

Carat kept on top of multinational media agency league. PHD jumped to second on the back of Walt Disney Movie and HTC wins. MPG and Starcom 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.

