

## Creative New Business League(China) – May 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (RMB m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (RMB m)</b>
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	Lafaso, Lifespace (Tesco), Ajisen, Bawang	39.2		39.2
<b>2</b>	<b>5</b>	<b>DDB</b>	Lipton, Grand Sun, Cheung Kong Graduate School	23.2		23.2
<b>3</b>	<b>4</b>	<b>Grey Group</b>	Vanke - Le Chateau Project, YingDa TaiHe Insurance, Amway Sports Carnival	27.1	Shanghai Volkswagen's CRM	23.0
<b>4</b>	<b>3</b>	<b>M&amp;C Saatchi</b>	Watsons Pomegranate, AIA Juvenile	19.8		19.8
<b>5</b>	<b>2</b>	<b>Saatchi and Saatchi</b>	Carlsberg, Chrysler, White Rabbit, Pacific Brands	22.6	Amway	11.6
<b>6</b>	<b>7</b>	<b>Y&amp;R</b>	Gap, Kingkeys Health Care	11.5		11.5
<b>7</b>	<b>10</b>	<b>McCann WorldGroup</b>	Maybelline, L'Oreal Men, Nestle Nutrition	14.0	Midea	9.9
<b>8</b>	<b>8</b>	<b>Euro RSCG</b>	HP IPG	9.4		9.4
<b>9</b>	<b>6</b>	<b>Bates</b>	Vanke, Sina	14.4	Motilium	8.2
<b>10</b>	<b>9</b>	<b>Leo Burnett</b>	Octavia, Siemens	8.1		8.1
<b>11</b>	<b>13</b>	<b>Publicis</b>	New World Real Estate "Golden lake Jade Villa" Project	8.9	Shenzhen Development Bank	7.2
<b>12=</b>	<b>11=</b>	<b>BBH</b>	Alpenliebe	5.5		5.5
<b>12=</b>	<b>11=</b>	<b>Lowe</b>	Founder Group	5.5		5.5
<b>14</b>	<b>14</b>	<b>WE</b>	Kagome, Hung Fook Tong	4.8		4.8
<b>15</b>	<b>19=</b>	<b>Dentsu</b>	Shanghai Volkswagen's CRM	4.1		4.1
<b>16</b>	<b>19=</b>	<b>SapientNitro</b>	Knorr's KCP Chicken Powder Digital	3.4		3.4
<b>17</b>	<b>16</b>	<b>TBWA</b>	Standard Chartered Bank, Mercedes, Shanghai Tang	2.6		2.6
<b>18</b>	<b>15</b>	<b>BBDO</b>	Kappa	2.1		2.1
<b>19</b>	<b>17</b>	<b>DraftFCB</b>	Semir Digital	1.4		1.4
<b>20</b>	<b>18</b>	<b>JWT</b>	Sony Handycam	5.7	Alpenliebe	0.2
<b>21=</b>	<b>19=</b>	<b>Iris</b>		0.0		0.0
<b>21=</b>	<b>19=</b>	<b>Wieden &amp; Kennedy</b>		0.0		0.0

## Media New Business Scoreboard(China) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	PHD	Porsche, Langham Hotels	105.3		105.3
2	2	Carat	Timberland Digital, Pfizer	57.6		55.5
3	3	MEC	Mercedes Benz, Candy Group, Chrysler	44.1	Siemens	41.4
4	6	Maxus	Baidu, HuaRun, Ricoh	9.9	Burberry Asia Pacific	8.9
5	4	Optimedia	Herbalife, Aershan Mineral Water	7.8		7.8
6	5	Universal McCann	Shenzhen Metro, Burberry Asia Pacific	6.6		6.6
7	4	Zenith	Reckitt Benckiser, BJ Tourism Board	10.4	Chrysler	4.2
8	4	ZenithOptimedia	China Merchant Bank (Credit card), Aviva	3.9		3.9
9	9=	MPG	Levis, KIA, Puig	6.2	AXA	3.8
10	8	OMD	AXA, Pepsi Foods	29.7	Shangri-la AP	3.1
11	7	Vizeum		2.9		2.9
12	9=	Initiative		0.0		0.0
13	11	MediaCom	Gap	2.1	Langham Hotels	(5.8)
14	12	Starcom MediaVest	Voltaren Emulgel, Shanghai Jahwa, Siemens	8.5	PingAn Planning	(23.9)
15	13	Mindshare	Proya, Samsonite, Mucosolvan, IHG	33.1	Unilever	(74.8)

### CREATIVE AGENCIES

Ogilvy maintained top position in the league, with wins across all disciplines, including Tesco and Bawang. DDB kept a perfect record and added more Unilever assignments to leap from fifth to second position. Grey also moved up to third with M&C Saatchi fourth. Saatchi & Saatchi's Amway loss saw it move from second to fifth

### MEDIA AGENCIES

PHD's massive Unilever win keeps it in a comfortable lead, with Porsche and Langham Hotels adding more billings this month. Carat maintained second place with Pfizer coming on board amongst other wins. With Mercedes and Chrysler wins this year, MEC kept third spot - with a long gap back to all the other agencies, led by Maxus

### METHODOLOGY

The R3 New Business League has been compiled each of the last 93 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.