

## Creative New Business League(Hong Kong) – May 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>Publicis</b>	City of Dreams Digital, PayPal, South China Morning Post	1.1		1.1
<b>2</b>	<b>3</b>	<b>DDB</b>	Abbott - Eye-Q Plus, Pfizer	1.2	City of Dreams Digital	0.7
<b>3</b>	<b>2</b>	<b>DraftFCB</b>	Kowloon Motor Bus	0.8		0.6
<b>4</b>	<b>5=</b>	<b>Grey Group</b>	Asfour Crystal, The Link	0.5		0.5
<b>5=</b>	<b>4=</b>	<b>JWT</b>	Food Client	0.3		0.3
<b>5=</b>	<b>4=</b>	<b>Euro RSCG</b>	Beauty Client	0.3		0.3
<b>7=</b>	<b>6=</b>	<b>Ogilvy</b>	Nin Jiom, Remy Cointreau	0.2		0.2
<b>7=</b>	<b>6=</b>	<b>TBWA</b>	Accessorize	0.2		0.2
<b>9=</b>	<b>10=</b>	<b>McCann WorldGroup</b>	GM	0.1		0.1
<b>9=</b>	<b>9</b>	<b>Leo Burnett</b>	Sony, Samsung	0.1		0.1
<b>11=</b>	<b>10=</b>	<b>Bates</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>Y&amp;R</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>Lowe</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>BBDO</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>Dentsu</b>		0.0		0.0

## Media New Business Scoreboard(Hong Kong) – May 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	Clarins, Unilever, As Watson	2.0		2.0
2=	2=	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific	0.6		0.6
2=	2=	Carat	Rackspace, Deutsche Bank, King's Glory Education, Centaline Property	0.6		0.6
4=	4	Initiative	Smartone Vodafone	0.5		0.5
4=	5	Maxus	Shiseido, Shangri-la Asia Pacific, Cheung Kong Properties	0.6	Burberry Asia Pacific	0.5
6	9	OMD	AXA	0.5	Shangri-la Asia Pacific	0.4
7	6	MediaCom	Miramar Hotel & Investment, Haier	0.5	GSK	0.3
8	7	MEC	Lion & Globe	0.1		0.1
9	10=	Starcom MediaVest	General Mills	0.2	Kellogs	(0.1)
10=	10=	Mindshare	GSK, Kellogs, H2O, Cheung Kong Property	1.5	Red Bull	(0.3)
10=	10=	ZenithOptimedia	Aviva	0.2	Smartone Vodafone	(0.3)
12	8	MPG	General Air Conditioner	0.2	AXA	(0.4)

### CREATIVE AGENCIES

Publicis maintained the top position on the back of previous wins. DDB moved to the second spot, securing Eye-Q Plus business. DraftFCB and Grey made up the top four

### MEDIA AGENCIES

PHD still maintained the top position on the back of Unilever win. Universal McCann, Carat and Initiative made up the top four. Farthest mover this month is OMD, who secured AXA business.

### 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.

