

## Creative New Business League(AP) – 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>Ogilvy</b>	Spice - Handsets India, Volkswagen Indonesia, IKEA Taiwan, Lafaso China	19.4	The Economist Australia	17.2
<b>2</b>	<b>3</b>	<b>DDB</b>	Prima Taste Asia Pacific, Lipton China, Gulf Oil India, Abbott - Eye-Q Plus HK	17.9	City of Dreams Digital Hong Kong	15.6
<b>3</b>	<b>2</b>	<b>Leo Burnett</b>	Oishi Snack Vietnam, Vedanta India, Dodge Japan	13.3	Sony Vietnam	12.7
<b>4</b>	<b>4</b>	<b>Grey Group</b>	Vanke - Le Chateau Project China, Asfour Crystal HK, Bayer Animal Health Australia, PepsiCo India	11.5	Shanghai Volkswagen's CRM	10.6
<b>5</b>	<b>5</b>	<b>McCann WorldGroup</b>	Maybelline China, Gold Plus Glass India, MIFC Malaysia, Newington Australia	9.6	Mister Donut Philippines	8.5
<b>6</b>	<b>6</b>	<b>Euro RSCG</b>	Japan Post Japan, Sofed Retail India, Claritin Philippines, HP IPG China	8.0	Telkom Indonesia	7.0
<b>7</b>	<b>8</b>	<b>TBWA</b>	Gudang Garam - Merah and Djaja Indonesia, Daelim B&Co Korea, Standard Chartered Bank China	6.5	Bursa Malaysia	6.2
<b>8=</b>	<b>7</b>	<b>Publicis</b>	Siemens Energy Asia Pacific, New World Real Estate "Goldenlake Jade Villa" Project China	6.1	Shenzhen Development Bank	5.7
<b>8=</b>	<b>9</b>	<b>BBDO</b>	Astra Honda Motor Indonesia, MDS Japan, Valvoline Lubricants India, The Economist Asutralia	7.9	Abbott Nutrition India	5.7
<b>10</b>	<b>10</b>	<b>M&amp;C Saatchi</b>	Watsons Pomegranate China, Bursa Malaysia	4.1		4.1
<b>11=</b>	<b>14</b>	<b>Lowe</b>	Coca-Cola Activation Indonesia, Canara Robeco Mutual Fund India	4.8	Godrej (Fairglow) India	3.9
<b>11=</b>	<b>11</b>	<b>JWT</b>	Commonwealth Games Events India, USMEF Taiwan, GMR Infrastructure India	4.7	Alpenliebe China	3.9
<b>13</b>	<b>13</b>	<b>Y&amp;R</b>	MOM TAFEP Singapore, Konami Degital Entertainment Japan, Fortune Medicine China	5.0	ME Bank Australia	3.8
<b>14</b>	<b>16</b>	<b>Dentsu</b>	Shanghai Volkswagen's CRM, HSIL India	3.0		3.0
<b>15</b>	<b>11=</b>	<b>Bates</b>	Vanke China, Sina China, Proton Indoensia	4.9	Motilium China	2.9
<b>16</b>	<b>17</b>	<b>DraftFCB</b>	Kowloon Motor Bus HK, Abbott Nutrition India	2.3	Les Mills New Zealand	1.6
<b>17=</b>	<b>15</b>	<b>Saatchi and Saatchi</b>	Chrysler China, Carlsberg China, White Rabbit China	4.1	Amway China	1.4
<b>17=</b>	<b>20</b>	<b>SapientNitro</b>	Knorr's KCP Chicken Powder Digital China	1.4		1.4
<b>19</b>	<b>18</b>	<b>BBH</b>	Unilever Lakme Salon India, Alpenliebe China	1.3		1.3
<b>20</b>	<b>19</b>	<b>Wieden &amp; Kennedy</b>	HCL Technologies India, The Park Hotel India, Budweiser India	1.0		1.0
<b>21</b>	<b>20=</b>	<b>Iris</b>	Johnnie Walker Singapore	0.3		0.3

## Media New Business Scoreboard(AP) – 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	Porsche China, Porsche Australia, California Table Grape Commission Australia, Elizabeth Arden Australia	21.5	NTUC Income Singapore	20.9
2	2	MEC	Singtel Singapore, Paolo Memorial Hospital Thailand, Royal Jordan Airline Malaysia	13.9		13.2
3	3	Carat	ANZ Indonesia, Dumex Thailand, Pfizer Corporate China	12.8	Air Asia Malaysia	11.9
4	4	ZenithOptimedia	Herbalife China, Aershan Mineral Water China, Hotels.com India, Nippon Paints Vietnam	8.4	BRI Syariah Indonesia	6.8
5	5	Maxus	Indofood Group Indonesia, Manappuram India, Baidu China	6.8	Burberry Asia Pacific	5.7
6	6	Universal McCann	Burberry Asia Pacific, Shenzhen Metro China, Korean Ministry of Health Communications	4.1	Ajinomoto Philippines	3.7
7	11	MPG	AXA Japan, Levis China, INQ Mobiles India, NTUC Healthcare Singapore	4.6	AXA HK	2.8
8	7	Vizeum	Asia MotorWorks India, Credila Financial Services India, Sanyukta Developers India	2.3		2.3
9	8	Mindshare	Farcent Taiwan, Alukas Group India, Lancor Holdings India	23.0	Nestle Taiwan	1.9
10	10	Mediacom	Ministry of Sound Australia, Haier HK, Kenya Tourism India	3.0	GSK HK	0.7
11	12	OMD	AXA Asia Pacific, Honda Motorcycles Indonesia, Bose Australia	8.9	Elizabeth Arden Australia	0.6
12	9	Initiative	Hamdard Laboratories India, Progressive Australia, Q-House Thailand	1.4	Sanitarium Australia	0.5
13	13	Starcom MediaVest	Mitre 10 Australia, Pemandu Malaysia, BRI Syariah Indonesia, General Mills HK	5.2	S.A. Government Australia	(0.8)

### CREATIVE AGENCIES

Ogilvy maintains top spot in the league with more than fifty wins across all disciplines and all markets, including Spice Handsets in India and Volkswagen Indonesia. DDB moved ahead of Leo Burnett with more Unilever business in China and Singapore-based Prima Taste. Grey was again ranked in fourth spot

### MEDIA AGENCIES

PHD maintained a huge lead in the media table, buoyed by the global Porsche success, along with Elizabeth Arden in Australia. MEC kept the Singtel Singapore business along with some other important local wins. Carat and ZenithOptimedia maintained third and fourth position

### 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.