

Creative New Business League(AP) – May 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	3	Ogilvy	MBS Jewellery India, True Thailand, Wrigley China	18.01	Vivek India	14.76
2	4	DDB	Intel Asia Pacific, Skol Malaysia, Danish Royal Stout Malaysia	15.32	Sony Ericsson Indonesia	13.27
3	2	Leo Burnett	Samsung Indonesia, Asia Motor Works India, Wyeth Caltrate China	10.48		10.43
4	1	TBWA	Citizen China	11.90	Zandu/Boroplus India	9.46
5	5	Saatchi and Saatchi	Nestle Indofood Maggi & Magic Lezat Indonesia, Skoda Auto India, Invida Asia Pacific	7.54		7.54
6	6	Grey Group	GSK Contac Digital China, The Dairy Farm Hong Kong, Contact Singapore	7.15		6.95
7	8	Lowe	Anjuke.com China, K.Boxing China	6.80		6.80
8	7	Publicis	Tempo Indonesia	6.57	Nestle Indofood Maggi & Magic Lezat Indonesia	6.41
9	9	BBDO	PUMA China, Carrera Sunglasses Hong Kong, Vivek India	6.30	Asia Motor Works India	6.12
10	10	JWT	Piramal Realty China, ABT Associates India, IndiaCan Education	6.16	Contact Singapore	5.91
11	11	M&C Saatchi	MRCB Malaysia, BRDB Malaysia	4.02	Pfizer Viagra New Zealand	3.72
12	12	Wieden & Kennedy		3.30		3.30
13	13	McCann WorldGroup	Swire Properties' Sanlitun Village China, OWA China	5.28	Onida India	2.94
14	15	Y&R	Bristol-Myers Japan, Zandu/Boroplus India, Lite Department Store China	3.88	Singapore Management University	2.51
15	14	DraftFCB	SC Johnson Malaysia, ICICI Credit Card India	1.81		1.81
16	20=	BBH		1.50		1.50
17	17	Dentsu	Chelsea Football Club Southeast Asia, Singapore Institute of Technology, Birla Tyres India	2.45	Lenovo China	0.88
18	16	Bates		0.74	ICICI Credit Card India	0.69
19	18	Euro RSCG	Stainmaster/Invista Australia, Racer Electric Thailand	3.97	China Telecom	0.47
20	20=	SapientNitro		0.30		0.30
21	19	Iris		0.20		0.20

Media New Business League(AP) – May 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Radio Rentals Australia, McDonald's Indonesia, Google Chrome Thailand	17.34	Allianz Australia	14.83
2	2	Carat	Bet365 Australia, BYD Automotive China, Club Med Digital China	17.21	Carlsberg China	11.02
3	4	Starcom MediaVest	Modern Group Australia, Oz Design Australia, Tourism NewZealand Korea	9.72	Southern Cross University Australia	9.02
4	3	Mindshare	Hong Kong Tourism Board	9.78	Ensogo Thailand	8.76
5	6	ZenithOptimedia	Honda India, Carlsberg China, TISCO Bank Thailand	9.91	Wang Laoji China	6.49
6	8	MPG	MTS India, ABC President Indonesia, DBS Cards Platform Social Media Singapore	8.86	Reckitt Benckiser India	6.30
7	5	Vizeum	China CITIC Bank, IMS India, Sukishi Intergroup Thailand	6.02		6.02
8	7	PHD	TMT Thailand, Google China, Creditor Watch Australia	4.72	Uniqlo Singapore	4.62
9	9	MEC	Allianz Australia, Friendly Dog Entertainment Taiwan	4.58	Google China	2.39
10	11=	MediaCom	University of Canberra Hong Kong, Shun Tak Hong Kong, Fly Ace Philippines	1.98	Carnival Cruises Australia	0.37
11	11=	Initiative	Heinz ABC Indonesia, Stanley Black & Decker Australia, GoDaddy.com Australia	0.67	SC Johnson Singapore	0.31
12	10	Maxus		1.55	McDonald's Indonesia	-0.42
13	13	Universal McCann	Swire Properties China, Spring Singapore, Sinopac JV Card Taiwan	2.25	Founder China	-1.99

CREATIVE AGENCIES

Ogilvy returned to its top position from 2010 amongst creative agencies with more wins across the board, including True Thailand and a Wrigley China project. DDB jumped up into second spot through the global Intel win, and through Skol Malaysia. Moving down this month were Leo Burnett and TBWA, who made up the rest of the top four.

MEDIA AGENCIES

OMD stayed in number one position, bringing in McDonalds Indonesia and Radio Rentals. Australia. Carat also maintained second spot with a group of wins including Club Med Digital China. Starcom and Mindshare swapped third and fourth positions this month.

METHODOLOGY

The R3 New Business League has been compiled each of the last 105 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.