

## Creative New Business League(China) – May 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
<b>1</b>	<b>3</b>	<b>Ogilvy</b>	NetQin Mobile, Wrigley, 360buy	40.81	China Merchant Bank	33.98
<b>2</b>	<b>1</b>	<b>Saatchi and Saatchi</b>	PPTV, Yang Sheng Tang, Sleemon Furniture	26.81		26.81
<b>3</b>	<b>2</b>	<b>Publicis</b>	China Merchant Bank, Yashili Infant Milk Powder, CMD Retail Banking	24.58		24.58
<b>4</b>	<b>4</b>	<b>DDB</b>	Intel Asia Pacific, Founder Computer, Shanghai Volkswagen	22.42		22.42
<b>5</b>	<b>5</b>	<b>Wieden &amp; Kennedy</b>	Umbro, Levi's	12.30		12.30
<b>6</b>	<b>6</b>	<b>TBWA</b>	Citizen, ANZ Asia Pacific, Pfizer	10.25		10.25
<b>7</b>	<b>7</b>	<b>M&amp;C Saatchi</b>	Vertu, XinTianDi Fashion, Tries Garments	9.66		9.66
<b>8</b>	<b>12</b>	<b>Lowe</b>	Anjuke.com, K.Boxing	7.52		7.52
<b>9</b>	<b>10</b>	<b>WE</b>	China Auto Rental, Henkel, Jin Luo	7.52		7.52
<b>10</b>	<b>8</b>	<b>Grey Group</b>	GSK Contac Digital, Unilife Project, Amway Project	7.25		7.25
<b>11</b>	<b>9</b>	<b>DraftFCB</b>	Sony Ericsson - PSP Smart Phone Launch , Oreo Digital	6.84		6.84
<b>12</b>	<b>11</b>	<b>Leo Burnett</b>	Wyeth Caltrate, Wanke Shenyang, NetEase	6.52		6.52
<b>13</b>	<b>14</b>	<b>McCann WorldGroup</b>	Swire Properties' Sanlitun Village, Swire Properties and Sino-Ocean Land's Chengdu Project	4.76		4.76
<b>14</b>	<b>15</b>	<b>BBDO</b>	PUMA, Blackberry Asia Pacific	4.10		4.10
<b>15</b>	<b>13</b>	<b>JWT</b>	Piramal Realty, World Kitchen	5.26		3.90
<b>16</b>	<b>16</b>	<b>Bates</b>	MSD, Hua Tai Securities	2.32		2.32
<b>17</b>	<b>21</b>	<b>Y&amp;R</b>	Lite Department Store, Midea Purified Water Appliance	3.28	Nokia Digital	1.09
<b>18=</b>	<b>17=</b>	<b>BBH</b>		0.00		0.00
<b>18=</b>	<b>17=</b>	<b>SapientNitro</b>		0.00		0.00
<b>18=</b>	<b>17=</b>	<b>Iris</b>		0.00		0.00
<b>18=</b>	<b>17=</b>	<b>Dentsu</b>	PICC	10.25	Lenovo	0.00
<b>22</b>	<b>22</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific, Nivea Sun, Huada Gene	6.63	China Telecom	(10.12)

## Media New Business League(China) – May 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
<b>1</b>	<b>2</b>	<b>Carat</b>	BYD Automotive, Club Med Digital, ABC Consultant	74.34	Carlsberg	35.11
<b>2</b>	<b>1</b>	<b>Mindshare</b>	Guangdong Development Bank, Yum! Brands	37.59		34.18
<b>3</b>	<b>3</b>	<b>Starcom MediaVest</b>	China Telecom, Yahoo Asia Pacific	33.83		33.83
<b>4</b>	<b>4</b>	<b>OMD</b>	Founder Finance Services, Parker	37.59	Lashou	32.47
<b>5</b>	<b>5</b>	<b>MPG</b>	Mister Donut Digital, Bosch Brand Asia Pacific, Escada Asia Pacific	24.26		23.30
<b>6</b>	<b>6</b>	<b>Vizeum</b>	China CITIC Bank, Lashou, Oxen Appliance	21.36		21.36
<b>7</b>	<b>7</b>	<b>ZenithOptimedia</b>	Carlsberg, PPTV	22.66		5.95
<b>8</b>	<b>8</b>	<b>Maxus</b>	Uni-President/Juice business, OSIM, Mate Best	6.84	Bulgari	5.81
<b>9</b>	<b>11</b>	<b>PHD</b>	Google, Gallo, Hotels.com Asia Pacific	1.50		1.50
<b>10</b>	<b>9</b>	<b>MEC</b>	PPS.TV, Florentia Village	15.65	Google	1.30
<b>11</b>	<b>10</b>	<b>MediaCom</b>	Xueda Education, Manfrotto	0.85		0.85
<b>12</b>	<b>12</b>	<b>Initiative</b>	Bentley, Boeing	0.44		0.44
<b>13</b>	<b>13</b>	<b>Universal McCann</b>	Swire Properties, Shenzhen Development Bank	3.05	Founder	<b>(8.16)</b>

### CREATIVE AGENCIES

Ogilvy jumped from third to first position with a host of wins including 360buy and Wrigley. Saatchi's moved back to second position and Publicis to third. DDB's Intel global win helped keep it in fourth spot.

### MEDIA AGENCIES

Carat became leader amongst media agencies with the BYD Auto and Club Med Digital wins, amongst others. Mindshare, which retained Yum Brands, dropped to second spot. Starcom and OMD stayed in third and fourth respectively, off the back of earlier wins

### 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](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.

