

Creative New Business League(Hong Kong) –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	DDB	Intel Asia Pacific, Hong Kong Trade Development Council, Bel Greater China	1.55		1.55
2	3	Ogilvy	Midea, Wines of Chile, Ajinomoto	1.02	Lenovo Asia Pacific	0.92
3	2	McCann WorldGroup	Amway Nutrilite Global Campaign, Walt Disney Studio, City Chain Asia Pacific	0.67		0.67
4	5	Grey Group	The Dairy Farm, Cerebos Bird Nest, Galaxy Macau	0.52		0.52
5	4	TBWA	ANZ Asia Pacific, Olympus	0.50		0.50
6	7	Leo Burnett	Samsung Galaxy Tab, Sun Hung Kai Social Media, Stepper Eyewear	0.46		0.46
7	6	Publicis	Nestle, LG Digital Asia Pacific	0.45		0.45
8=	8=	JWT	Samsonite	0.40		0.40
8=	8=	DraftFCB	Wing Tai Property Project, China Construction Bank - Personal Loan, OSIM - Mother Day Promotion	0.40		0.40
10	10=	BBDO	Carrera Sunglasses, Blackberry Asia Pacific	0.13		0.13
11	10=	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.12		0.12
12	12	Y&R	Samsonite	0.07		0.07
13	13	M&C Saatchi	ICAC, Yee Tung Heen Excelsior Hotel	0.03		0.03
14=	14=	Bates		0.00		0.00
14=	14=	Dentsu		0.00		0.00
14=	14=	Lowe		0.00		0.00
17	17	Euro RSCG	Bosch Asia Pacific, Carlsberg/Jolly Shandy	0.13	Dulux Asia Pacific	(0.02)

Media New Business League(Hong Kong) – 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	Carat	Fancl, Pernod Ricard, Korean Tourism Organization	1.94		1.94
2	2	PHD	Tenwow, Walt Disney Movie, HTC	1.19		1.19
3	4	MPG	Direct Asia, Compass Visa	0.87		0.81
4	3	OMD	Soulmate, Singapore Turf Club	0.63	Direct Asia	0.53
5	5	Starcom MediaVest	Yahoo Asia Pacific, Samsung, Hotels.com	0.38		0.38
6	6	Universal McCann	Amorepacific	0.30		0.30
7	7	MEC	H&M, Starwood Hotels Asia Pacific	0.21		0.21
8	8=	Mindshare	Hong Kong Tourism Board	0.03	Singapore Turf Club	0.01
9	8=	Initiative		0.00		0.00
10	10	MediaCom	Shun Tak, University of Canberra	0.41	Fancl	(0.09)
11	11	ZenithOpti media	ACE Group, Tencent	0.07	H&M	(0.53)
12	12	Maxus		0.00	Friso	(1.15)

CREATIVE AGENCIES

DDB maintained top spot on the back of Intel Global win. Ogilvy moved up to second, securing Midea, Wines of Chile, and Ajinomoto. McCann and Grey made up the rest of the top four.

MEDIA AGENCIES

Carat kept top spot on the back of previous wins, followed by PHD. MPG moved up to third, securing Direct Asia and Compass Visa. OMD made up the rest of the top four.

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.

