

Creative New Business League(China) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	3	DDB	Acer, Passat, Unipresident BTL	35.3		35.3
2	1	Saatchi and Saatchi	The South China Football League, China Southern Power Grid, Huiyuan Juice, Midea	41.3	ESPN Star Sports Asia Pacific	33.8
3	2	Euro RSCG	Samsung Mobile, Wanglaoji Herbal Tea, Nabel	31.0		29.5
4	4	Y&R	Schiesser, CPIC, Aoni, Arawana	20.5		20.5
5	5	BBH	Minute Maid, Sprite	19.8		19.8
6	8	Ogilvy	Lee Kum Kee, ACE Groups, UPS Asia Pacific, Midea Environmental Home Electronics	41.9	Suning	18.2
7	6	Bates	Yutong Bus, Epson, Li Ning	17.1		17.1
8	7	DraftFCB	President Foods, Dah Sing, Bank of China	14.4		14.4
9	10	JWT	Kelloggs Asia Pacific, Epson Asia Pacific	13.8	San Jiu Derma Products	12.9
10	9	WE	MG, Garden, Dabao	12.3		12.3
11	11	McCann WorldGroup	William Grant & Sons, Guangdong Mobile, Suntory Black Oolong Tea	9.4		7.5
12	12	Iris	Sony Ericsson, CNN	7.0		7.0
13	14	Grey Group	Allianz Asia Pacific, ESPN Star Sports Asia Pacific, Haier Digital	5.5		5.5
14	18=	M&C Saatchi	Cerebos	4.8		4.8
15	15	Lowe	Xiamen C&D Group, Bimbo	4.8	Surf Asia Pacific	3.4
16	13	BBDO	Tumi, Yum! Foods, adidas, Godiva	8.9	Allianz Asia Pacific	3.1
17	13	Publicis	Philips Digital, Wrigley	5.5	Tsingdao Beer	2.5
18	18	TBWA	Centrum, Hua Wei	5.9	Resorts World Global	2.1
19	18=	Wieden & Kennedy		0.0		0.0
20	20	Leo Burnett	BMW (part), Supor, Zendai, Liguoo	60.5	Kelloggs Part Asia Pacific	(3.0)

Media New Business Scoreboard(China) –Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	2	ZenithOptimedia	L'Oreal (Part), L'Oreal Digital, Ling Rui, Swarovski Asia Pacific	97.4	Hyundai	73.8
2	1	OMD	Agilent Technologies, Pepsi, Danone, Hershey, White Cat	75.2	Allianz Asia Pacific	69.7
3	3	Carat	Danone - Bebelec Digital, Club Med, A.O.Smith	63.4	Amway	56.6
4=	8	MPG	Hyundai Asia Pacific, KFC Digital, Hermes, Harvard Business School	15.9	Swarovski Asia Pacific	15.4
4=	3	Universal McCann	COFCO-The Cereal Way, Wyeth - Prevenar, Senda, Temix	16.4	UPS Asia Pacific	15.4
6	5	PHD	HP Asia Pacific	14.0	AIA	8.9
7	6	Initiative	China Telecom (Fujian Branch), Grupo Bimbo, Pfizer, Intel	11.5	Haier	8.8
8	7	MEC	Rising, Google, Blizzard	7.3		7.3
9	11	Vizeum	Beijing Mobile, Doris Vincci, Mango	16.7	Danone	3.0

CREATIVE AGENCIES

DDB has finally unseated the leader for most of the year, Saatchi and Saatchi, by bring in more business from VW and Uni-President this month. Saatchi remains in second place, with strong wins in Beijing and Guangzhou offices this year. Y&R and BBH maintain third and fourth spots respectively.

MEDIA AGENCIES

ZenithOptimedia's shared win on L'Oreal with Mindshare has seen it move ahead of OMD and Carat in the most active year in history for new business in China. With Pepsi, Danone and other big wins this year, OMD maintains second position. Off the back of Nokia and other local wins, Carat stays in third, with the three dwarfing fourth placed MPG.

METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.

