

## Creative New Business League(Hong Kong) – Nov 2009

<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>2</b>	<b>DDB</b>	Knife Edible Oil, Lee Kum Kee	3.1		3.1
<b>2</b>	<b>1</b>	<b>Ogilvy</b>	UPS Asia Pacific, Hong Kong DisneyLand, Trade Business, Yahoo, Shangri-la	2.8		2.4
<b>3</b>	<b>3</b>	<b>Euro RSCG</b>	Sony Vaio, Dole, Pizza Hut, DBS	1.4		1.4
<b>4</b>	<b>4=</b>	<b>Grey Group</b>	Allianz Asia Pacific, ESPN Star Sports Asia Pacific	0.7		0.7
<b>5</b>	<b>4=</b>	<b>TBWA</b>	Open University HK, Swire Hotels(Asia-Pacific), CSL	1.4	Shangri-la Global	0.5
<b>6</b>	<b>6</b>	<b>Publicis</b>	Hong Kong Government	0.4	Vita Sansui	0.4
<b>7</b>	<b>10=</b>	<b>Bates</b>	Heineken	0.3		0.3
<b>8=</b>	<b>7=</b>	<b>Y&amp;R</b>	Nokia Digital (Asia Pacific)	0.2		0.2
<b>8=</b>	<b>14=</b>	<b>DraftFCB</b>	Cigna	0.3	Vitasoy	0.2
<b>10</b>	<b>9</b>	<b>M&amp;C Saatchi</b>	HK Disneyland , Invest Hong Kong	0.9		0.1
<b>11</b>	<b>10=</b>	<b>McCann WorldGroup</b>	Volkswagen, Allergan (Asia Pacific)	0.1		0.0
<b>12=</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>		0.0	ESPN Star Sports Asia Pacific	<b>(0.1)</b>
<b>12=</b>	<b>14=</b>	<b>Lowe</b>		0.0	Surf (Asia Pacific)	<b>(0.1)</b>
<b>12=</b>	<b>10=</b>	<b>Leo Burnett</b>	Mission Hills, Philippine Airlines Global	0.2	Kelloggs Part Asia Pacific	<b>(0.1)</b>
<b>15</b>	<b>7=</b>	<b>BBDO</b>	Blue Cross Insurance, Mars- Confectionery, Diageo	0.2	Sony Vaio	<b>(0.4)</b>
<b>16</b>	<b>16</b>	<b>JWT</b>	Kelloggs Asia Pacific, Epson Asia Pacific, NIKON - coolpix	0.3		<b>(0.5)</b>

## Media New Business Scoreboard(Hong Kong) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>Carat</b>	Swire Hotels-EAST Hotel Website, ANZ, Nokia	3.3	RBS	3.1
<b>2</b>	<b>2</b>	<b>OMD</b>	Neo Derm, Chief Securities, Acer, Vodafone Asia Pacific	2.3	UBS Wealth Management	2.0
<b>3</b>	<b>4</b>	<b>PHD</b>	Koa, Diyixian.com, Asana Media	1.7	Asana Media	1.3
<b>4</b>	<b>3</b>	<b>Universal McCann</b>	AIA, ASANA Wellness	1.2	UPS Asia Pacific	1.0
<b>5</b>	<b>9</b>	<b>MPG</b>	Hermes, Hyundai Asia Pacific, Chief	0.9	Swarovski Asia Pacific	0.7
<b>6</b>	<b>5</b>	<b>Starcom MediaVest</b>	Warner Bros, HK Exchange	0.5		0.5
<b>7=</b>	<b>6=</b>	<b>Mindshare</b>	Bausch & Lomb, A2, Securities Future Commission	0.7	DBS	0.4
<b>7=</b>	<b>6=</b>	<b>MEC</b>	Octopus	0.4		0.4
<b>9=</b>	<b>8</b>	<b>Initiative</b>	Rabobank, CIGNA Insurance, SmarTone Vodafone	0.2		0.2
<b>9=</b>	<b>10</b>	<b>ZenithOptimedia</b>	Reckitt Benckise Asia Pacific, Korea Tourism Asia Pacific, TM International Global	0.5	HP (Asia Pacific)	0.2
<b>11</b>	<b>11</b>	<b>Maxus</b>	Lee Kum Kee, Burger King, UPS Asia Pacific	0.5	Estee Lauder	(0.2)
<b>12</b>	<b>12</b>	<b>MediaCom</b>	Kerry Communication, Allianz Asia Pacific, IDS Group	0.8	Nokia	(0.6)

### CREATIVE AGENCIES

DDB moved to the top spot on the back of Knife Edible Oil and Lee Kum Kee wins. Last month's leader Ogilvy step down to the second place. Euro RSCG maintained the third place securing Sony Vaio. And Grey also maintained the fourth place securing Allianz and ESPN Star Sports regional businesses

### MEDIA AGENCIES

Carat and OMD still maintained the top two positions on the back of their previous wins. PHD moved to the third place securing Koa this month.

### 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](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.

