

Creative New Business League(China) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Ogilvy	OPPO, P&G, Michelin	96.1	China Unicom	81.1
2	3	BBDO	Platinum Guild International, Theodore Alexander, AsiaRooms.com	42.4		42.4
3	2	DDB	Ciba Vision, Hua Wei, China Olympic Council	38.0	Energizer Asia Pacific	35.4
4	4	Grey Group	Mead Johnson, Belle, Guangdong Development Bank	37.5	Shanghai Volkswagen's CRM	33.4
5	6	Publicis	Timier, Golden Valley of CMPD, SuperB of Skoda	35.3	COFCO	30.3
6	5	Saatchi and Saatchi	Marie Claire, digu.com, Sanofi Aventis	41.0	Amway	30.1
7	7	M&C Saatchi	Menplus, Mengniu Arla Infant Formula, Xintiandi, Tries Men's Wear	24.6		24.6
8	13	Dentsu	China Unicom, Amway	22.6		22.6
9	10	Leo Burnett	Jomoo, Yutong, Asurion	19.1		19.1
10	9	Y&R	China Southern Airlines, Annwa Bath, Gap	18.0		18.0
11	8	McCann WorldGroup	Haier- Casarte and Fisher & Paykel, Intel, Maybelline	21.9	Midea	17.8
12	15	JWT	Tonlion, Hanvon Touchpad, Henkel	23.2	Alpenliebe	17.7
13	17=	DraftFCB	Nivea, Valspar, Kunlun Mountain Mineral Water	17.1	East Dawning	14.4
14	11	Euro RSCG	Qimen Tea, Dong E E Jiao, Bohi Cooking Oil	14.1		14.1
15	12	Bates	Hua Tai Securities, 3M, Four Seasons Hotels and Resorts	19.5	Motilium	13.3
16	16	BBH	Alpenliebe	5.5		5.5
17	17=	WE	Kagome, Hung Fook Tong	4.8		4.8
18	19	Lowe	Taobao Mall, Natural Beauty	18.5	JNJ Baby	1.4
19	14	TBWA	Embry, Beijing Chang Le Property Development, Absolut Digital	9.4	Nivea	1.2
20=	20=	SapientNitro	NBA China Games	6.8	Snickers and M&M	0.0
20=	20=	Iris		0.0		0.0
20=	20=	Wieden & Kennedy		0.0		0.0

Media New Business League(China) – Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	PHD	Porsche, Langham Hotels	105.3	Tiffany	101.9
2	2	Carat	Tiffany, NBA, Timberland Digital	63.1		60.3
3	3	MEC	Goodbaby, Mercedes Benz, Candy Group	48.4	Wrigley	40.5
4	4	Starcom MediaVest	Samsung Insurance, Liby, Shanghai Jahwa	66.7	PingAn Planning	34.2
5	13	Zenith	China Mobile, HTC, Reckitt Benckiser	51.4	InBev	31.6
6	5	MPG	Cigna, Levis, White Rabbit, KIA	13.8		13.8
7	6	Maxus	Hanvon, Dolce & Gabbana, Haier Branding, Baidu	13.4	Burberry Asia Pacific	12.3
8	7	Universal McCann	Uni-President, Guan Shen Yuen, Exxon Mobil, Shenzhen Metro	11.4		11.4
9	8	OMD	Zhenai.com, Vinda, Monster.com	34.3	UTC	6.8
10	9	ZenithOptimedia	China Merchant Bank (Credit card), Aviva	3.9		3.9
11	10	Vizeum		3.3		3.3
12	11	MediaCom	Tempur, Swatch Group, UPI, InBev	10.9	Langham Hotels	3.1
13	12	Initiative		0.0		0.0
14	14	Optimedia	Daphne, Mendale	16.3	L'Oreal	(24.7)
15	15	Mindshare	Guangdong Development Bank, L'Oreal	77.9	Unilever	(30.1)

CREATIVE AGENCIES

Ogilvy continued as the dominant leader for China, securing more than twenty new assignments this month, including OPPO and Marie Claire. BBDO jumped ahead of sister agency DDB into second place, off the back of the Platinum Guild win, along with some other successes. Grey Group stayed in fourth position.

MEDIA AGENCIES

With Unilever from the start of the year, PHD kept top spot despite the loss of Tiffany & Co to Carat, now in second place. Fastest mover this month was Zenith, on the back of the China Mobile win, moving up to 5th.

METHODOLOGY

The R3 New Business League has been compiled each of the last 99 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.