

## Creative New Business League(Hong Kong) –Nov 2010

<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>1</b>	<b>DDB</b>	Convoy Finance, Henderson Land Development Company, Bank of China	5.9	Chow Tai Fook	4.5
<b>2=</b>	<b>2</b>	<b>Publicis</b>	City of Dreams Digital, PayPal, South China Morning Post	2.0		2.0
<b>2=</b>	<b>6</b>	<b>DraftFCB</b>	Nivea, Chow Tai Fook, China Mobile, Carlsberg	2.8	Bank of China	2.0
<b>4</b>	<b>3</b>	<b>M&amp;C Saatchi</b>	Huawei Mobile Phone, Convoy, Hong Kong Broadband, ONC Lawyers	1.2		1.2
<b>5</b>	<b>4</b>	<b>Grey Group</b>	StarWorld Hotel, Ferrero, Roche	1.0	China Mobile	0.9
<b>6</b>	<b>12</b>	<b>Ogilvy</b>	Ka Wah Property, Swire Pacific Place Mall, Orion Capital	0.9	Panadol	0.8
<b>7=</b>	<b>7</b>	<b>BBDO</b>	AsiaRooms.com, JNJ Baby	0.5		0.5
<b>7=</b>	<b>8</b>	<b>McCann WorldGroup</b>	Ngong Ping 360, Bayer, Merck Sharp&Dohme, GM	0.5		0.5
<b>9=</b>	<b>9</b>	<b>Euro RSCG</b>	Hutchinson DBS, Dulux	0.4		0.4
<b>9=</b>	<b>5</b>	<b>TBWA</b>	Energizer, Sun Life, Accessorize	0.7	Nivea	0.4
<b>9=</b>	<b>10</b>	<b>Bates</b>	Fuji Xerox	0.4		0.4
<b>12=</b>	<b>13</b>	<b>Leo Burnett</b>	Sony Alpha, Samsung	0.2		0.2
<b>12=</b>	<b>14</b>	<b>Y&amp;R</b>	Alcon, LG Electronics	0.2		0.2
<b>14=</b>	<b>15</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>14=</b>	<b>16</b>	<b>Dentsu</b>		0.0		0.0
<b>16</b>	<b>11</b>	<b>JWT</b>	Hutchison Whampoa	0.4	PPS	(0.2)
<b>17</b>	<b>17</b>	<b>Lowe</b>		0.0	JNJ Baby	(0.5)

# Media New Business League(Hong Kong) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	PHD	Clarins, Unilever, As Watson	2.0		2.0
2	2	OMD	HTC, Hong Kong Jockey Club	2.0	GMI	1.6
3=	5	Starcom MediaVest	Sanofi Aventis, Bank of America, GMI	1.2	Kellogs	0.9
3=	3=	Carat	Tiffany, HK housing authority, MSIG Insurance, Fidelity Investments	0.9		0.9
5	6=	MediaCom	Hopewell Asset Management, Deloitte Touche Tohmatsu, Convoy Financial	0.9	GSK	0.7
6=	8	Maxus	Swatch Group, AEGON, MCM	0.9	Friso	0.6
6=	6=	Initiative	SmarTone Vodafone, SmarTone Macau	0.6		0.6
6=	3=	Universal McCann	Ngong Ping 360, Burberry Asia Pacific, AIA Asia Pacific	0.8		0.6
9	9	MEC	Ageas Insurance, Blackrock, Lloyds TSB, Japan Tourism	0.4		0.4
10	10	MPG	General Air Conditioner	0.2		0.1
11=	11=	ZenithOpti media	Aviva	0.2	HTC	(0.6)
11=	11=	Mindshare	GSK, Kellogs, H2O, Cheung Kong Property	1.5	Hong Kong Jockey Club	(0.6)

## CREATIVE AGENCIES

DDB led the way through the strong wins of Convoy Finance and Henderson Land Development Company, followed by Publicis. Fastest mover this month was DraftFCB, securing Nivea Asia Pacific business and Chow Tai Fook. M&C Saatchi made up the rest of the top four.

## MEDIA AGENCIES

PHD maintained top spot on the back of strong Unilever win, followed by OMD. Starcom picked up Sanofi Aventis. Carat shared third position, securing Tiffany Asia Pacific Business.

## 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](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.

