

Creative New Business League(AP) – 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	DDB	Telstra Australia, Henderson Land Hong Kong, Dr Reddy's India	45.7	Chow Tai Fook Hong Kong and China	38.3
2	2	Ogilvy	Events NSW Australia, Ascend International India, Metlife Japan	37.7	China Unicom	30.8
3	3	Leo Burnett	Jomoo China, DLF India, Yanjing China, Sainov Spirits India	23.8	Cricket Australia	22.7
4	4	BBDO	Platinum Guild China, JNJ Baby Asia Pacific, Virgin Blue Australia	24.9	Codral Australia	21.6
5	5	Grey Group	Mead Johnson China, Volkswagen India, Allianz Singapore	21.1	China Mobile Hong Kong	20.1
6	7	Publicis	Lion Nathan Australia, Tingmei China, Woongjin Food Korea	17.7	COFCO China	16.5
7	9	Y&R	MTS India, Zee Television Network India, Parfums Christian Dior Japan	18.3	Bharti Airtel India	15.1
8	8	M&C Saatchi	VLCC India, New Zealand Post, Amar Remedies India	17.2		14.7
9	6	TBWA	DELL Vietnam, Embry China, AIP Philippines	20.6	Nivea Asia Pacific	12.3
10	10	Euro RSCG	Chivas Japan, Omega Korea, The Generics Pharmacy Philippines	13.3	DBS Digital	11.9
11	16	DraftFCB	Chow Tai Fook Hong Kong and China, Carlsberg Hong Kong, Tree Mall Taiwan	13.2	Zee Television Network India	11.1
12	11	McCann WorldGroup	Metro Trains Australia, ICICI Bank India, Srei India	17.8	JNJ Baby Japan & Korea	10.9
13	12	JWT	Codral Australia, Kraft Philippines, Tonlion China	14.2	YTL Malaysia	10.7
14	14	Dentsu	China Unicom, Amway China, Toyota Australia	7.5		7.5
15	13	Bates	Amrit Food India, Hua Tai Securities China, Unicef India	9.1	F&N Singapore	6.6
16	15	BBH	Coca-Cola Singapore, L&T General Insurance India, Mentos SEA	3.0		3.0
17	17	Iris	Dell India, Diageo Digital Asia Pacific, Sony Ericsson Digital Asia Pacific	1.4		1.4
18	18	Wieden & Kennedy	HCL Technologies India, The Park Hotel India, Budweiser India	1.0		1.0
19	19	SapientNitro	NBA China Games	1.9	Snickers and M&M China	0.9
20	21	Lowe	Matix Fertilisers and Chemicals India, IVR Hotels India, IDFC India	9.9	Srei India	(1.7)
21	20	Saatchi and Saatchi	ONGC India, Hanoi Beer Vietnam, CIBIL India	10.2	Lion Nathan Australia	(2.2)

Media New Business League(AP) –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	National Australia Bank, Natural Gas Australia, Red Bull Philippines	24.3	Tiffany China	22.7
2	2	Starcom MediaVest	Sanofi-Aventis Japan, POM Wonderful Japan, Aviva Korea	24.5		21.8
3	3	MEC	Michelin Indonesia, Oishi Group Thailand, Campal Communications Thailand	20.2	Sony Taiwan	17.9
4	4	Carat	Sony Taiwan, Disneyland and Resorts Australia, Lotte Korea	20.3	IAG Australia	15.2
5	6	Universal McCann	Uni-President China, L'Oreal Australia, Zuji Australia	12.6	Tiffany Asia Pacific	10.6
6	5	Mindshare	Guangdong Development Bank China, Garware Polyester India, Taiwan Tobacco & Liquor Corporation	34.2	Oishi Group Thailand	9.2
7=	12	ZenithOptimedia	China Mobile, Daphne China, Sanofi Aventis Asia Pacific	21.2	HTC HK	7.9
7=	7	Maxus	Swatch Group Hong Kong, Greenpeace India, MCYS Singapore	9.1	Friso Hong Kong	7.9
7=	8	MediaCom	Pacific Brands Australia, IAG Australia, Tempur China	11.7	Weight Watchers Australia	7.9
10	9=	MPG	Resorts World Singapore, Cigna China, Australian Wool Innovation	6.6		6.5
11	9=	OMD	Health Promotion Board Singapore, Adelaide Truck Training Centre Australia, YMCA Australia	17.4	Breville Australia	6.4
12	11	Vizeum	SC Assets Thailand, Blackberry India, Sharp Malaysia	3.4		3.4
13	13	Initiative	Za Cosmetics Thailand, Robert Half Australia	2.2	Macquarie Bank Australia	0.7

CREATIVE AGENCIES

No change in the top five spots this month, but still some substantial wins from all the leaders driving them further forward. Overall leader DDB picked up a share of Telstra Australia, along with Henderson Land in Hong Kong. Second placed Ogilvy won a slew of small projects, despite the loss of some Unicom business through Rayken Ogilvy China. Leo Burnett and BBDO maintained their third position.

MEDIA AGENCIES

With the National Australia Bank win, PHD kept top spot on the table, despite the loss of Tiffany China. Starcom MediaVest kept second spot with more Sanofi-Aventis wins and no losses this month. MEC and Carat, winner of the R3-managed Tiffany Asia Pacific business, stayed in third and fourth spot respectively.

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.