

Creative New Business League(AP) – November 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	Ogilvy	Philips Asia Pacific, Kappa China, MIRC Electronics India	41.86	Telstra CRM Australia	35.68
2	1	DDB	Telstra CRM Australia, Disney Australia, Astro Malay Segment Malaysia	43.07	Philips Asia Pacific	31.47
3	5	BBDO	ExxonMobil Asia Pacific, Ozone Ayurvedics Nomarks India, Vibo Telecom Taiwan	19.08		18.31
4	3	Publicis	Merck OTC Brands Asia Pacific, Embryform China, Herborn of Bawang China	18.34	Gran Matador Brandy Philippines	17.40
5	4	Leo Burnett	GSK Iodex India	16.45	AIA Group Regional	14.85
6	7	Grey Group	Dell India	11.63		11.43
7	6	TBWA	AIA Group Regional, Rosetta Stone Korea, Unilever Australia	20.73	Mars Asia Pacific	11.19
8	8	Saatchi and Saatchi	X-Step China, Kraft Ritz China, HTC Singapore	11.03		10.65
9	9	Lowe	Tmall China	9.79		9.49
10	10	Y&R	MTS India, Ministry of Foreign Affairs of Japan, Japan Atomic Energy Agency	11.23	Astro Malay Segment Malaysia	9.21
11	12	M&C Saatchi	Orcon New Zealand, CPA Australia Hong Kong, Lend Lease Consumer Business Australia	10.91		8.51
12	11	JWT	Carlsberg Hong Kong	10.67		8.48
13	14	Euro RSCG	Volvo Asia Pacific(Arnold)	9.57		4.87
14	13	McCann WorldGroup	Panasonic China	11.56	ExxonMobil Asia Pacific	4.75
15	15	Bates		2.25		2.10
16	16	BBH		2.25		1.25
17	17	Iris	Coca-Cola Asia Pacific	0.78		0.70
18	19	Dentsu		2.95	AICEL India	(1.26)
19	18	SapientNitro	Coca-Cola Asia Project China, Bacardi China	1.30	Volvo Asia Pacific	(2.20)
20	20	Wieden & Kennedy		3.70		(4.30)
21	21	DraftFCB		3.06	Orcon New Zealand	(12.08)

Media New Business League(AP) –November 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	balabala China, Heineken China, McDonald's Digital India	32.65	ExxonMobil Asia Pacific	23.93
2	2	MediaCom	Revlon Asia Pacific, Shell Australia	19.80	Hitachi China	17.64
3	3	ZenithOptimedia	Sanofi China, Tencent Weibo China, City Chain Malaysia	19.79	Clarins Hong Kong	14.85
4	4	Carat	Philips Asia Pacific, Eye-Q India, Clarins Hong Kong	26.62	KFC Malaysia	13.40
5	5	Starcom MediaVest	SuperMax India, Aircel India, AV Jennings Australia	21.54		10.79
6	7	MPG	AXA Japan, DBS Indonesia	13.42	NTUC Membership Singapore	9.52
7	6	PHD	Sony Ericsson Asia Pacific, Taiwan Sugar Corporation, BS Group Singapore	9.83	Gardenia Philippines	9.03
8	8	Mindshare	Chiaus China, Conagra Foods Philippines, National Engineering Industries India	9.98	Heineken China	7.45
9	9	Vizeum	Panasonic Malaysia, Educomp Solutions India, XS Real India	7.07		7.01
10	10	Maxus		9.10		6.56
11	11	MEC	Nivea Vietnam, Manulife Philippines, LG Electronics New Zealand	8.93	Sony Ericsson Asia Pacific	(0.43)
12	12	Initiative	Za Thailand, Petstock Australia, Intrepid Travel Australia	1.70	Revlon Asia Pacific	(1.93)
13	13	Universal McCann	ExxonMobil Asia Pacific, Conba Pharmaceutical China, L'Oreal Digital Japan	7.47		(4.77)

CREATIVE AGENCIES

Ogilvy moved to the top of the table through strong Philips Asia Pacific win, along with picking up Kappa China and other big local wins. DDB dropped to second spot, but still managed to generate over twenty new wins this month, including Disney Australia. BBDO and Publicis made up the rest of the top four.

MEDIA AGENCIES

OMD maintained the top spot with more than ten new wins across all core disciplines, including McDonald's India Digital business. MediaCom's successes with Revlon Asia Pacific and Shell Australia kept it in second spot. ZenithOptimedia and Carat made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 111 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.

