

# Creative New Business League(China) –November 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (RMB m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (RMB m)</b>
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	Philips Asia Pacific, Kappa, Cardinal Health	66.10	GOME	51.41
<b>2</b>	<b>2</b>	<b>Saatchi and Saatchi</b>	X-Step Sporting Apparel, Kraft Ritz	46.23	Renren.com	45.54
<b>3</b>	<b>4</b>	<b>Publicis</b>	Merck OTC Brands Asia Pacific, Embryform, Jaccar	37.47	Carlo Rossi Red Wine	36.59
<b>4</b>	<b>3</b>	<b>DDB</b>	SVW CRM, Das WeltAuto Launch and Sustain	42.24	Philips Asia Pacific	36.09
<b>5</b>	<b>5</b>	<b>Lowe</b>	Tmall.com, Markor Furniture, Centaure Remy Cointreau	15.04		15.04
<b>6</b>	<b>6</b>	<b>Grey Group</b>	P&G Crest Projects, Mead Johnson Baby Toys, China BoHai Bank Project	13.12		13.12
<b>7</b>	<b>7</b>	<b>M&amp;C Saatchi</b>	Edwards Lifesciences, AlignTech	13.14	ANZ Asia Pacific	11.78
<b>8</b>	<b>9</b>	<b>BBDO</b>	ExxonMobil Asia Pacific	12.44		11.41
<b>9</b>	<b>12</b>	<b>McCann WorldGroup</b>	Panasonic	12.90	ExxonMobil Asia Pacific	10.17
<b>10</b>	<b>8</b>	<b>JWT</b>	renren.com, GOME, Piramal Realty, World Kitchen	11.76	Rimmel London	10.05
<b>11</b>	<b>11</b>	<b>Y&amp;R</b>	China Guangfa Bank, China Southern Airlines	10.66	Nokia Digital	8.48
<b>12</b>	<b>10</b>	<b>WE</b>	lashou.com, China Auto Rental, Henkel	8.20		8.20
<b>13</b>	<b>13</b>	<b>DraftFCB</b>	Sony Ericsson, China Construction Bank Digital, Kang Nai	15.04	SC Johnson Asia Pacific	4.78
<b>14</b>	<b>14</b>	<b>Leo Burnett</b>	Masan Group, Langham Hotels, Wyeth Caltrate, Wanke Shenyang	7.67	China Construction Bank Digital	4.25
<b>15</b>	<b>15</b>	<b>Bates</b>	kaixin001, MSD, Hua Tai Securities	2.67		2.67
<b>16</b>	<b>16</b>	<b>Dentsu</b>	China Southern Airlines Digital, PICC	10.94	Lenovo	0.68
<b>17</b>	<b>17</b>	<b>Iris</b>		0.00		0.00
<b>18</b>	<b>18</b>	<b>TBWA</b>	Bawang Group, Wyeth Gold	14.15	Mars Asia Pacific	(1.30)
<b>19</b>	<b>19</b>	<b>BBH</b>		0.00	LG	(3.42)
<b>20</b>	<b>21</b>	<b>Euro RSCG</b>	Volvo Asia Pacific (Arnold)	19.55	Citroen	(5.40)
<b>21</b>	<b>20</b>	<b>SapientNitro</b>	Coca-Cola Asia Project, Bacardi	8.89	Volvo Asia Pacific	(9.57)
<b>22</b>	<b>22</b>	<b>Wieden &amp; Kennedy</b>	Umbro, Levi's	12.30	Nokia Asia Pacific	(31.44)

# Media New Business League(China) – November 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Starcom MediaVest	Coca-Cola, Johnnie Walker, Baileys	88.05		86.00
2	2	Carat	Philips Asia Pacific	92.66	Pfizer	52.40
3	3	OMD	Heineken, balabala	47.26	ExxonMobil Asia Pacific	40.77
4	4	MPG	China Financial Client	37.14		36.18
5	5	Mindshare	Chiaus	38.86	Heineken	26.72
6	6	Vizeum	Lindt, China CITIC Bank, Lashou	22.11		22.11
7	7	ZenithOptimedia	Sanofi, Tencent Weibo, Modern weekly, Konka	32.62	Marriott International Asia Pacific	15.57
8	8	Maxus	Pfizer, SC Johnson Asia Pacific, Kaixin001	12.64	Bulgari	11.62
9	9	PHD	Sony Ericsson Asia Pacific, EFG	5.67		5.67
10	11	MediaCom	Revlon Asia Pacific	3.04	Hitachi	2.02
11	10	Initiative	Bentley, Boeing	0.44	Revlon Asia Pacific	(0.24)
12	12	MEC	Marriott International Asia Pacific, PPS.TV, Florentia Village	16.44	Sony Ericsson Asia Pacific	(5.95)
13	13	Universal McCann	ExxonMobil Asia Pacific, Shanghai OnStar Telematics, Conba Pharmaceutical	7.66	SC Johnson Asia Pacific	(13.80)

## CREATIVE AGENCIES

Ogilvy continued to dominate China table with 20 new wins, including Philips Asia Pacific and Kappa. Saatchi&Saatchi was a close second, securing X-Step Sporting Apparel and Kraft Ritz. Publicis picked up Merck OTC Brands Asia Pacific new business and others, moving up to third. DDB made up the rest of the top four.

## MEDIA AGENCIES

The top two positions were unchanged this week, with Starcom, through its Coca-Cola win, in a leadership position, followed by Carat, which won Philips Asia Pacific business. OMD secured Heineken and Balabala, and made up the rest of the top four with MPG.

## 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](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.

