

Creative New Business League(Hong Kong) –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, IBM, American Express	2.52	Nin Jiom	2.40
2	3	TBWA	AIA Group, CSL	2.55	Mars Asia Pacific	2.20
3	1	DDB	Woodland Mail, Avenza, Arte	2.65	Philips Asia Pacific	1.75
4	5=	Publicis	Merck OTC Brands Asia Pacific, Nescafe White Coffee and Dolce Gusto	1.35		1.35
5	5=	BBDO	ExxonMobil Asia Pacific	0.94		0.94
6	4	McCann WorldGroup	Solvil Et Titus, Amway Nutrilite Global Campaign, Walt Disney Studio	1.07	ExxonMobil Asia Pacific	0.87
7	7	Grey Group	Elements Shopping Mall Campaign, Coca-Cola, Roche Xeloda	0.71		0.71
8	8	M&C Saatchi	CPA Australia	0.88	ANZ Asia Pacific	0.68
9	9	Bates	Four Seasons, Concur	0.25		0.25
10	10	Y&R	Samsonite	0.13		0.13
11	11	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.12		0.12
12	14	Euro RSCG	Volvo Asia Pacific (Arnold)	0.23	Dulux Asia Pacific	0.08
13=	12=	Dentsu		0.00		0.00
13=	12=	Lowe		0.00		0.00
15	15	DraftFCB	HK Land, Wing Tai Property Project, China Construction Bank	0.45	SC Johnson Asia Pacific	(0.30)
16	16	Leo Burnett	Nin Jiom, GCL Group, Samsung Galaxy Tab, Sun Hung Kai Social Media	0.61	AIA Group	(0.39)
17	17	JWT	Carlsberg	0.50	OSIM	(0.45)

Media New Business League(Hong Kong) –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	Huawei Enterprise, Futurewei Technologies	2.64	ExxonMobil Asia Pacific	2.27
2	2	Carat	Philips Asia Pacific, Clarins	2.42	BMW	2.22
3	3	PHD	Sony Ericsson Asia Pacific	1.49		1.49
4	4	MPG	Cigna, MSD Propecia	1.07		0.51
5	8	ZenithOptimedia	Inchcape, Amway, J.P.Morgan	1.18	Clarins	0.48
6	6	Universal McCann	ExxonMobil Asia Pacific	1.00	SC Johnson Asia Pacific	0.40
7	5	Starcom MediaVest	Longchamp, Yahoo Asia Pacific, Samsung, Hotels.com	0.44		0.34
8	10	MediaCom	Revlon Asia Pacific, D&G Bandai, Sun Hung Kai Signature Homes	0.94	Huawei Mobile	0.29
9	7	Mindshare	BMW, Hong Kong Tourism Board	0.23	AirAsia	0.14
10	9	Initiative		0.00	Revlon Asia Pacific	(0.10)
11	11	MEC	Marriott International Asia Pacific, H&M, Starwood Hotels Asia Pacific	0.26	Sony Ericsson Asia Pacific	(0.34)
12	12	Maxus	AirAsia, Mirabell, SC Johnson Asia Pacific	0.33	Swire Properties Ltd	(1.08)

CREATIVE AGENCIES

Ogilvy won top spot and Philips Asia Pacific business from DDB. TBWA moved to second position, securing AIA Group and CSL. Publicis made up the rest of the top four.

MEDIA AGENCIES

OMD continued to dominate Hong Kong table. Carat stayed on second, picking up Philips Asia Pacific and Clarins. PHD and MPG 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.

