

Creative New Business League(AP) – Oct 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	UPS Asia Pacific, CCTV China, PurinaCRM Australia, Warid Telecom Pakistan, Ruchi Soya Industries India	41.1	LMG Insurance Thailand	30.1
2	2	DDB	Fontaine of Aderans Japan, Nippon Paint Malaysia, AIA BTL Singapore, ANZ New Zealand	26.5	Kalbe Nutritionals Indonesia	25.4
3	3	McCann WorldGroup	William Grant & Sons - Glenfiddich China, ColdEase Philippines, Abbott India, Midas Australia	20.7	UPS Asia Pacific	17.1
4	4	Y&R	Schiesser China, Kalbe Nutritionals Indonesia, Just Car Insurance Australia, Sunwest Properties Philippines	19.9	Telstra Australia	15.8
5	5	Euro RSCG	Samsung Mobile China, Dole Hong Kong & Taiwan, Betadine Philippines, Pizza Hut Hong Kong	15.7	Volvo India	14.8
6	10	Saatchi and Saatchi	Reebok Japan, South China Athletic Association HK, Orang Tua Indonesia, Kiranti Indonesia	13.3	Mengniu China	10.6
7=	6	BBH	Vaseline India, Minute Maid SEA&China, Unilever - Becel India, World Gold Council India	10.2		10.2
7=	7	BBDO	Bridgestone - Potenza Japan, Moods India, Hewlett Packard - Printers Malaysia, Air Asia Malaysia	11.4	Wei Chuan Taiwan	10.2
9	9	TBWA	Hansol Education Korea, Centrum China, Open University HK	14.5	St George Australia	8.3
10	8	Leo Burnett	Siam commercial Bank Thailand, Mission Hills Hong Kong	10.5	Centrum China	7.1
11	11	Grey Group	Haier Digital China, Diesel Japan, United Nations Population Fund Thailand	5.9		5.6
12	14	JWT	Hagen Das Crispy Sandwich Japan, NIKON - coolpix HK, Kuai Kuai Foods Taiwan, Apollo Hospitals India	10.5	San Jiu Derma Products China	5.2
13	12	Bates	Kingdom Brewery Cambodia, Aerotropolis India, Marina Bay Sands Shoppes Singapore, La Opala India	5.5	Vietnamese telco MobiFone	4.5
14	13	Iris	Visit Britain SEA, MTS India, Ernst & Young India, ACME India	3.6		3.6
15	16	Lowe	Siam Commercial Bank Thailand, BJC Thailand, Star Telecom Vietnam	6.0	Vaseline India	2.7
16	15	DraftFCB	Dah Sing China, President Foods China	2.6	USHA International India	2.3
17	17	Wieden & Kennedy	Chevrolet Cruise India, Nike Japan, Play Station Japan	1.8		1.8
18	19	Publicis	Saheli India, K7 India	3.1	Aviva Life Insurance India	(0.2)
19	18	M&C Saatchi	HK Disneyland Hong Kong	3.4	ANZ New Zealand	(0.4)

Media New Business Scoreboard(AP) – Oct 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	A.O.Smith China, Club Med China, Disney Australia	27.7	P&G Philippines	24.4
2	2	OMD	Pepsi China, Danone China, Wrigley Australia, Neo Derm Hong Kong, J&J Medical Taiwan	24.3	Wearnes Automotive Singapore	22.2
3	4	ZenithOptimedia	Nestle Taiwan, Ling Rui China, Usha International India, Visang Korea, Swarovski Regional	25.2	Kose Corporation Taiwan	14.3
4	5	PHD	BNZ New Zealand, SM Supermalls Philippines, Randstad Australia	11.2	Asana Media Hong Kong	10.0
5	6	Universal McCann	Hanul Education Korea, Daesun distilling Korea, GATEWAY Thailand, Microsoft Thailand	10.5	Association of Convenience Stores Philippines	9.9
6	7	MEC	Ruchi Soya India, Oberoi Constructions India, Rising China, HBO Indonesia, Jay Gee Singapore	10.6	BNZ New Zealand	8.3
7	8	MPG	BRI Indonesia, American Standard Indonesia, State Street HK, 7-11 Digital Malaysia, Dr Morepan India	7.7	Swarovski Regional	7.1
8	3	Mindshare	Dyson Taiwan, Milestone Interactive India, HBF Australia, Steel Authority Of India, Groupe SEB - Tefal Vietnam	15.4	Pepsi China, Danone China	6.2
9	9	Maxus	ABC Milk Philippines, JP Morgan Philippines, TOSHIBA Philippines	6.3	UniPresident Orange China	2.0
10	10	Vizeum	Luxor India, BSA Motors India, Giovani India	1.0	Danone China	(1.0)
11	11	Initiative	Rabobank Australia & Hong Kong, Hotel Club Singapore, Black Design Singapore	3.4	The Nine Network (planning) Australia	(1.6)
12	12	MediaCom	Brisbane City Council Australia, China Unicom China, H2O China, Health Smart Hong Kong	11.7	David Jones Australia	(2.5)
13	13	Starcom MediaVest	Eko India, Disney India, Diageo China, OK Personal Loan Taiwan	5.6	Wrigley Australia	(2.8)

CREATIVE AGENCIES

Ogilvy maintains top position through the UPS won and more than 350 others across all markets. DDB maintains second place on the back of ANZ New Zealand and some other local wins. McCann and Y&R bring up third and fourth respectively

MEDIA AGENCIES

OMD had its best month of the year, to close the gap on front runner Carat, picking up Danone and Pepsi China from Mindshare and Vizeum. Zenith and PhD moved up in Mindshare's decline, with wins of Nestle Taiwan and BNZ New Zealand respectively

METHODOLOGY

The R3 New Business League has been compiled each of the last 86 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.