

## Creative New Business League(AP) – October 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>DDB</b>	SAB Miller Hilife India, Pepsi Tropicana Philippines, SVW CRM China	39.42	Volini Ranbaxy India	36.78
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	Canon Australia, Tourism Victoria China, Costa Coffee India	33.15	Parryware India	28.07
<b>3</b>	<b>4</b>	<b>Publicis</b>	Keppel Land China, Olam India, Dolfenal Philippines	16.00	Gran Matador Brandy Philippines	15.06
<b>4</b>	<b>3</b>	<b>Leo Burnett</b>	Bharat Business Channel India, Unilever Dove Australia	16.25	AIA Group Hong Kong	14.65
<b>5</b>	<b>5</b>	<b>BBDO</b>	Tourism Victoria Australia, Parryware India, Bonds Australia	14.85		14.08
<b>6</b>	<b>6</b>	<b>TBWA</b>	AIA Group Hong Kong, Tourism New Zealand Australia, Assetz Homes India	18.19	Dolfenal Philippines	11.36
<b>7</b>	<b>7</b>	<b>Grey Group</b>	Singpost Vpost Projects Singapore, Mead Johnson Baby Toys China, China BoHai Bank Projects	10.63		10.43
<b>8</b>	<b>9</b>	<b>Saatchi and Saatchi</b>	Kempinski Hotels China, Robam China, Ajisen China	10.13		9.75
<b>9</b>	<b>10</b>	<b>Lowe</b>	Tmall.com China	9.79		9.49
<b>10</b>	<b>13</b>	<b>Y&amp;R</b>	Tatts Lotteries Australia, Sizzler Australia, Paras Dairy India	10.93		9.31
<b>11</b>	<b>11</b>	<b>JWT</b>	Baan Rajprasong Thailand, Vijay Home Appliance India, Trivitron Healthcare India	10.57		8.38
<b>12</b>	<b>8</b>	<b>M&amp;C Saatchi</b>		10.42		8.02
<b>13</b>	<b>12</b>	<b>McCann WorldGroup</b>	AICEL India, Formular One Racing India, Rowson's Reserve India	10.76		7.95
<b>14</b>	<b>14</b>	<b>Euro RSCG</b>	Nimbus Sport's World Hockey Series India, Industrial Technology Research Insititude Taiwan	7.27		2.57
<b>15</b>	<b>15</b>	<b>Bates</b>	Four Seasons Hong Kong, Chevrolet Malaysia, Supertech India	2.25		2.10
<b>16</b>	<b>16</b>	<b>BBH</b>	Axe Singapore	2.25		1.25
<b>17</b>	<b>17</b>	<b>Iris</b>		0.28		0.20
<b>18</b>	<b>19</b>	<b>SapientNitro</b>		0.30		-1.20
<b>19</b>	<b>18</b>	<b>Dentsu</b>		2.95	AICEL India	-1.26
<b>20</b>	<b>20</b>	<b>Wieden &amp; Kennedy</b>		3.70		-4.30
<b>21</b>	<b>21</b>	<b>DraftFCB</b>		3.06		-11.98

## Media New Business League(AP) –October 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 Hong Kong, Futurewei Technologies Hong Kong, Henkel Thailand	32.16	Bank SA Australia	25.69
2	3	MediaCom	Westpac Australia, Coca-Cola Singapore and Malaysia, Suntech Regional	16.88	Hitachi China	14.71
3	4	ZenithOptimedia	KAO Malaysia, General Motors Vietnam, Mundipharma Australia	18.45	Marriott International Asia Pacific	13.41
4	2	Carat	Axis Indonesia, La Trobe University Australia, Borges India	24.32	KFC Malaysia	11.33
5	5	Starcom MediaVest		21.24		10.49
6	7	PHD	NTUC Membership Singapore, Yamaha Campaign Thailand, GE Capital Japan	8.76	Gardenia Philippines	8.46
7	6	MPG		12.27	NTUC Membership Singapore	8.37
8	8	Mindshare	Hitachi China, Red Bull Korea, Generation Now Media India	9.86	New Gen Media India	7.28
9	9	Vizeum		6.72		6.66
10	10	Maxus	Domino's Pizza Australia, Pfizer China, Barclays Regional	8.20		5.66
11	12	MEC	Marriott International Asia Pacific, Red Bull Mobile Australia, Gardenia Philippines	8.35		0.09
12	11	Initiative	Clorox Regional, Kambos Australia, Nescafe Indonesia	1.59		-0.89
13	13	Universal McCann	KFC Malaysia, Pizza Hut Malaysia, ACT Government Australia	4.86		-7.38

### CREATIVE AGENCIES

DDB led the way with over 30 wins this month, including SAB Miller Hilife India and Pepsi Tropicana Philippines. Ogilvy follows was second spot with Canon Australia and Tourism Victoria China wins. Publicis and Leo Burnett made up the rest of the top four.

### MEDIA AGENCIES

OMD maintained on top spot with the massive Huawei Enterprise Hong Kong win. MediaCom moved up to second spot on the back of strong Westpac Australia win. ZenithOptimedia and Carat made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 110 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.

