

Creative New Business League(China) –October 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
1	1	Ogilvy	Tourism Victoria, Shui Jing Fang, Shanghai GM	58.86	GOME	44.16
2	2	Saatchi and Saatchi	Kempinski Hotels, Robam, Ajisen	42.12	Renren.com	41.44
3	3	DDB	SVW CRM, Das WeltAuto Launch and Sustain	39.51		39.51
4	4	Publicis	Keppel Land, Jacar	32.62	Carlo Rossi Red Wine	31.73
5	5	Lowe	Tmall.com, Markor Furniture, Centaure Remy Cointreau	15.04		15.04
6	6	Grey Group	P&G Crest Projects, Mead Johnson Baby Toys, China BoHai Bank Project	13.12		13.12
7	7	M&C Saatchi	Edwards Lifesciences, AlignTech	13.14	ANZ Asia Pacific	11.78
8	8	JWT	renren.com, GOME, Piramal Realty, World Kitchen	11.76	Rimmel London	10.05
9	9	BBDO	SC Johnson Asia Pacific, Mars Asia Pacific, VISA Asia Pacific	9.71		8.68
10	10	WE	lashou.com, China Auto Rental, Henkel	8.20		8.20
11	11	Y&R	China Guangfa Bank, China Southern Airlines	9.98	Nokia Digital	7.79
12	12	McCann WorldGroup	New Mind Education, Sany Heavy Industry, Edwards Lifesciences	7.43		7.43
13	13	DraftFCB	Sony Ericsson, China Construction Bank Digital, Kang Nai	15.04	SC Johnson Asia Pacific	4.78
14	14	Leo Burnett	Masan Group, Langham Hotels, Wyeth Caltrate, Wanke Shenyang	7.67	China Construction Bank Digital	4.25
15	15	Bates	kaixin001, MSD, Hua Tai Securities	2.67		2.67
16	16	Dentsu	China Southern Airlines Digital, PICC	10.94	Lenovo	0.68
17	17	Iris		0.00		0.00
18	18	TBWA	Gillette, Shui Jin Fang, Tsing Tao	13.05	Skittles	(0.34)
19	19	BBH		0.00	LG	(3.42)
20	20	SapientNitro	Stella Artois	2.05	Mars	(8.20)
21	21	Euro RSCG	Rosetta Stone, Yili Brands, Bosch Brand Asia Pacific, Nivea Sun	10.32	Citroen	(14.63)
22	22	Wieden & Kennedy	Umbro, Levi's	12.30	Nokia Asia Pacific	(31.44)

Media New Business League(China) –October 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	Metlife, Dangdang.com, Grand Lisboa	90.95	Pfizer	50.69
3	3	OMD	Sandisk, Etihad Airlines, Danfoss	45.15	Lashou	40.02
4	4	MPG	MIT, Applied Materials, Forevermark	35.77		34.82
5	5	Mindshare	Hitachi, Nike Search Business	38.62	Johnnie Walker	26.83
6	6	Vizeum	Lindt, China CITIC Bank, Lashou	22.11		22.11
7	8	ZenithOptimedia	SOSO.com, dianping.com	28.50	Marriott International Asia Pacific	11.45
8	7	Maxus	Pfizer, SC Johnson Asia Pacific, Kaixin001	12.64	Bulgari	11.62
9	9	PHD	SC Johnson Asia Pacific, Google, Gallo, Hotels.com Asia Pacific	4.96		4.96
10	11	Initiative	Bentley, Boeing	0.44		0.44
11	10	MediaCom	Asiarooms, Bausch + Lomb, Xueda Education, Manfrotto	1.33	Hitachi	0.31
12	12	MEC	Marriott International Asia Pacific, PPS.TV, Florentia Village	16.44	Sony Asia Pacific	(5.26)
13	13	Universal McCann	Heinz Long Fong, Supor, Anjuke	5.44	SC Johnson Asia Pacific	(16.02)

CREATIVE AGENCIES

Ogilvy continued to lead the way for six months, with wins of Tourism Victoria, Shanghai GM and other local successes. Saatchi and Saatchi was ranked second with big wins from Ajisen, Robam and others. DDB and Publicis made up the rest of the top four.

MEDIA AGENCIES

Starcom maintained on top spot on the back of strong Coca-Cola win, followed by Carat. OMD stayed in third position, securing Sandisk and Etihad Airlines. MPG 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 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.

