

Creative New Business League(Hong Kong) –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	DDB	Woodland Mail, Avenza, Arte	2.65		2.65
2	2	Ogilvy	Sina Weibo, Henderson Land, Prime Credit	1.65	Nin Jiom	1.53
3	9	TBWA	AIA Group, ANZ Asia Pacific, Olympus	1.55	Mars Asia Pacific	1.35
4	3	McCann WorldGroup	Solvil Et Titus, Amway Nutrilite Global Campaign, Walt Disney Studio	1.07		1.07
5=	4=	Publicis	AXA, SCA Tena, Nestle	0.74		0.74
5=	4=	BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	0.74		0.74
7	6	Grey Group	Elements Shopping Mall Campaign, Coca-Cola, Roche Xeloda	0.71		0.71
8	8	M&C Saatchi	Yee Tung Heen Restaurant, CLP Power, China Light Power, ICAC	0.78	ANZ Asia Pacific	0.58
9	10	Bates	Four Seasons, Concur	0.25		0.25
10	12	Y&R	Samsonite	0.13		0.13
11	11	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.12		0.12
12=	13=	Dentsu		0.00		0.00
12=	13=	Lowe		0.00		0.00
14	15	Euro RSCG	Bosch Asia Pacific, Carlsberg/Jolly Shandy	0.13	Dulux Asia Pacific	(0.02)
15	16	DraftFCB	HK Land, Wing Tai Property Project, China Construction Bank	0.45	SC Johnson Asia Pacific	(0.30)
16	7	Leo Burnett	Nin Jiom, GCL Group, Samsung Galaxy Tab, Sun Hung Kai Social Media	0.61	AIA Group	(0.39)
17	17	JWT	Samsonite	0.40	OSIM	(0.55)

Media New Business League(Hong Kong) –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, Futurewei Technologies	2.64	Pernod Ricard	2.47
2	1	Carat	Sabrands Sunraysia Blueberry Juice, Pernod Ricard, Fancl	2.12	BMW	1.92
3	3	PHD	SC Johnson Asia Pacific, Dah Sing Life, Tenwow, Walt Disney Movie	1.39		1.39
4	4	MPG	Direct Asia, Compass Visa	1.02		0.46
5	5	Starcom MediaVest	Longchamp, Yahoo Asia Pacific, Samsung, Hotels.com	0.44		0.34
6	6	Universal McCann	Huawei Mobile, Swire Properties, Financial Times	0.80	SC Johnson Asia Pacific	0.20
7	7	Mindshare	BMW, Hong Kong Tourism Board	0.23	AirAsia	0.14
8	8	ZenithOpti media	Inchcape, Amway, J.P.Morgan	0.68	Marriott International Asia Pacific	0.03
9	9	Initiative		0.00		0.00
10	10	MediaCom	RBS Coutts Bank, De Yucc, Yee Tung Heen, Asiarooms	0.64	Huawei Mobile	(0.01)
11	11	MEC	Marriott International Asia Pacific, H&M, Starwood Hotels Asia Pacific	0.26	Sony Asia Pacific	(0.24)
12	12	Maxus	AirAsia, Mirabell, SC Johnson Asia Pacific	0.33	Swire Properties Ltd	(1.08)

CREATIVE AGENCIES

DDB maintained on top spot on the back of previous wins, followed by Ogilvy. TBWA was fastest mover this month with excellent AIA Group win. McCann made up the rest of the top four.

MEDIA AGENCIES

OMD maintained on top spot with strong Huawei Enterprise and Futurewei Technologies new businesses, followed by Carat. PHD and 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.

