

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

| <b>RANK<br/>THIS<br/>MONTH</b> | <b>RANK<br/>LAST<br/>MONTH</b> | <b>AGENCY</b>                   | <b>Recent Wins</b>   | <b>Estimated YTD<br/>Revenue<br/>(US\$m)</b> | <b>Recent Losses</b>             | <b>Overall YTD<br/>Revenue<br/>(US\$m)</b> |
|--------------------------------|--------------------------------|---------------------------------|--|--|----------------------------------|--|
| <b>1</b>                       | <b>1</b>                       | <b>DDB</b>                      | Bosch India, John West Australia,<br>Prudential Assurance Malaysia,<br>Unilever Cornetto Singapore | 37.57  | SIS India                        | 35.03                                      |
| <b>2</b>                       | <b>2</b>                       | <b>Ogilvy</b>                   | Myer Campaign Australia,<br>Henderson Land Property Hong<br>Kong, Mercedes-Benz China              | 32.61  | Abbott Reductil<br>Singapore     | 27.83                                      |
| <b>3</b>                       | <b>3</b>                       | <b>Leo Burnett</b>              | Unilever Dove Australia, Pfizer<br>Taiwan, Bharat Business Channel<br>India                        | 16.25  |                                  | 15.65                                      |
| <b>4</b>                       | <b>5</b>                       | <b>Publicis</b>                 | Zurich Singapore, AXA Hong<br>Kong, Suzuki India   | 15.16  | Bharat Business<br>Channel India | 14.36                                      |
| <b>5</b>                       | <b>4</b>                       | <b>BBDO</b>                     | Visa India, Nissan India, Bosch<br>Siemens Home Appliances<br>Indonesia                            | 14.45  | ICI Dulux Paints India           | 13.68                                      |
| <b>6</b>                       | <b>6</b>                       | <b>TBWA</b>                     | Unilever Streets Ice Cream<br>Australia, Spreets.com.au<br>Australia                               | 16.79  |                                  | 9.98                                       |
| <b>7</b>                       | <b>7</b>                       | <b>Grey Group</b>               | Maybank Campaigns Malaysia,<br>3M Campaign Philippines,<br>NHCCN Healthdirect Australia            | 10.12  |                                  | 9.92                                       |
| <b>8</b>                       | <b>8</b>                       | <b>M&amp;C<br/>Saatchi</b>      |  | 10.22  |                                  | 7.82                                       |
| <b>9</b>                       | <b>9</b>                       | <b>Saatchi and<br/>Saatchi</b>  | Robam Home Appliances China,<br>Carlsberg India, Mie Project                                       | 9.89   |                                  | 9.51                                       |
| <b>10</b>                      | <b>10</b>                      | <b>Lowe</b>                     | Markor Furniture China, Mahuaa<br>Media Two New Channels India,<br>Muthoot FinCorp India           | 9.64   |                                  | 9.34                                       |
| <b>11</b>                      | <b>11</b>                      | <b>JWT</b>                      | Unilever Sunsilk Australia, Nestle<br>Australia, Dhanlaxmi Bank India                              | 9.88   | Murugappa Group<br>India         | 7.69                                       |
| <b>12</b>                      | <b>12</b>                      | <b>McCann<br/>WorldGroup</b>    | New Mind Education China, ID<br>Hospital Korea, OCBC Singapore                                     | 9.46   | Nescafe India                    | 6.65                                       |
| <b>13</b>                      | <b>13</b>                      | <b>Y&amp;R</b>                  | Toray Industries Japan, Bombay<br>Realty India, China Guangfa Bank                                 | 8.02   |                                  | 6.40                                       |
| <b>14</b>                      | <b>15</b>                      | <b>Euro RSCG</b>                | MyCareer Fairfax Media<br>Australia  | 7.02   |                                  | 2.32                                       |
| <b>15</b>                      | <b>14</b>                      | <b>Bates</b>                    |  | 1.65   |                                  | 1.50                                       |
| <b>16</b>                      | <b>16</b>                      | <b>BBH</b>                      |  | 1.75   |                                  | 1.25                                       |
| <b>17</b>                      | <b>17</b>                      | <b>Iris</b>                     | Stockland Australia  | 0.28   |                                  | 0.20                                       |
| <b>18</b>                      | <b>18</b>                      | <b>Dentsu</b>                   | China Southern Airlines Digital,<br>Marina Bay Sands Singapore,<br>Tatung Taiwan                   | 2.95   |                                  | 0.14                                       |
| <b>19</b>                      | <b>19</b>                      | <b>SapientNitro</b>             |  | 0.30   |                                  | (1.20)                                     |
| <b>20</b>                      | <b>20</b>                      | <b>Wieden &amp;<br/>Kennedy</b> | Lycra and Coolmax India  | 3.70   |                                  | (4.30)                                     |
| <b>21</b>                      | <b>21</b>                      | <b>DraftFCB</b>                 | Sony Ericsson China  | 3.06   |                                  | (11.98)                                    |

## Media New Business League(AP) –September 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               | Sara Lee Asia Pacific, HTC India, Tourism Australia India, Mango Thailand | 33.80                          | Wrigley Southeast Asia           | 30.03                        |
| 2               | 4               | Carat             | Metlife China   | 23.84                          | BMW Hong Kong                    | 12.19                        |
| 3               | 7               | MediaCom          | P&G Southeast Asia  | 13.93                          | Huawei Mobile Hong Kong          | 11.82                        |
| 4               | 3               | ZenithOptimedia   | Fujifilm Australia, Inchcape Hong Kong, Tencent Search China              | 15.45                          |                                  | 11.58                        |
| 5               | 2               | Starcom MediaVest | Wrigley Southeast Asia, BNI Indonesia, Bank Negara Indonesia              | 21.24                          | P&G Southeast Asia               | 11.49                        |
| 6               | 5               | MPG               | Gufic India, MIT China, AETN 18's History Channel India                   | 12.27                          | Hindustan Motors India           | 8.42                         |
| 7               | 6               | PHD               |   | 8.38                           |                                  | 8.18                         |
| 8               | 8               | Mindshare         | BMW Hong Kong   | 9.32                           | Muthoot FinCorp India            | 6.79                         |
| 9               | 9               | Vizeum            | 20th Century Fox India, MTV India, Nikon Taiwan                           | 6.72                           | Kymco Taiwan                     | 6.66                         |
| 10              | 10              | Maxus             | L'Oreal Malaysia, Nikon Singapore, Domino's Pizza Australia               | 7.65                           | VIP Industries India             | 5.11                         |
| 11              | 11              | Initiative        |   | 1.17                           | Daikin Australia and New Zealand | (1.30)                       |
| 12              | 12              | MEC               | Henkel Australia, Comcast NBC New Zealand, Kymco Taiwan                   | 6.56                           | Wrigley Southeast Asia           | (1.56)                       |
| 13              | 13              | Universal McCann  | Huawei Mobile Hong Kong, Supor China                                      | 3.74                           |                                  | (6.65)                       |

### CREATIVE AGENCIES

DDB stayed in first place with big wins such as Wrigley Confectionary and Unilever Cornetto. Ogilvy continued to close the gap with a global win from Mercedes-Benz among other local wins. With BBDO pushed down to fifth place, Leo Burnett and Publicis round off the top four.

### MEDIA AGENCIES

OMD remained in the top spot with additional business from Sara Lee, HTC and Tourism Australia. Carat got the second place, on the back of Metlife China new business The fastest mover this month is MediaCom, leaping ahead four spots to land at third place off the back of a big win with global client P&G. ZenithOptimedia was pushed down to the fourth place.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 109 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.

