

Creative New Business League(China) –September 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	Mercedes-Benz, Mars Petcare, Haier Carsadi	58.17	GOME	43.48
2	2	Saatchi and Saatchi	Robam Home Appliances, Citroen, Head & Shoulders, Kingdee	39.12	Renren.com	38.43
3	3	DDB	Skittles, Wrigley, McDonald's	38.14		38.14
4	4	Publicis	OnStar, VIP QQ of Tencent	31.60	Carlo Rossi Red Wine	30.71
5	5	Lowe	Markor Furniture, Centaure Remy Cointreau	14.01		14.01
6	7	Grey Group	Amway Walker, TSKF Project, Petronas Project	10.87		10.87
7	6	M&C Saatchi	Edwards Lifesciences, AlignTech	11.78	ANZ Asia Pacific	10.41
8	10	JWT	renren.com, GOME, Piramal Realty, World Kitchen	11.00	Rimmel London	9.30
9	8	BBDO	SC Johnson Asia Pacific, Mars Asia Pacific, VISA Asia Pacific	9.71		8.68
10	9	WE	lashou.com, China Auto Rental, Henkel	8.20		8.20
11	12	Y&R	China Guangfa Bank, China Southern Airlines	9.98	Nokia Digital	7.79
12	13	McCann WorldGroup	New Mind Education, Sany Heavy Industry, Edwards Lifesciences	7.43		7.43
13	15	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	16	Bates	kaixin001, MSD, Hua Tai Securities	2.67		2.67
16	17=	Dentsu	China Southern Airlines Digital, PICC	10.94	Lenovo	0.68
17	17=	Iris		0.00		0.00
18	11	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	Yili Brands, Bosch Brand Asia Pacific, Nivea Sun	9.71	Citroen	(15.24)
22	22	Wieden & Kennedy	Umbro, Levi's	12.30	Nokia Asia Pacific	(31.44)

Media New Business League(China) –September 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		88.05
2	2	Carat	Metlife, Dangdang.com, Grand Lisboa	90.95		51.72
3	3	OMD	Sony Asia Pacific, Founder Finance Services, Parker	44.43	Lashou	39.30
4	4	MPG	MIT, Applied Materials, Forevermark	35.77		34.82
5	5	Mindshare	Guangdong Development Bank, Yum! Brands	37.59	Johnnie Walker	25.80
6	6	Vizeum	Lindt, China CITIC Bank, Lashou	22.11		22.11
7	7	Maxus	Pfizer Consumer Health Products, SC Johnson Asia Pacific, Kaixin001	11.96	Bvlgari	10.94
8	8	ZenithOptimedia	Tencent Search, SOSO.com, dianping.com	25.43		8.71
9	9	PHD	SC Johnson Asia Pacific, Google, Gallo, Hotels.com Asia Pacific	4.58		4.58
10	10	MediaCom	Asiarooms, Bausch + Lomb, Xueda Education, Manfrotto	1.33	Supor	0.65
11	11	Initiative	Bentley, Boeing	0.44		0.44
12	12	MEC	PPS.TV, Florentia Village	16.10	Sony Asia Pacific	(5.60)
13	13	Universal McCann	Supor, Anjuke, Swire Properties	5.27	SC Johnson Asia Pacific	(16.19)

CREATIVE AGENCIES

Ogilvy lead the way with strong wins from Mercedes-Benz, Mars Petcare, and Haier Carsadi. Saatchi and Saatchi stayed in second place with both global and local wins. DDB and Publicis make up the top four.

MEDIA AGENCIES

Starcom MediaVest stayed in the top spot on the back of global wins from Coca-Cola, Johnnie Walker, and Baileys. Carat followed close behind with a mix of global and local wins. Making up the top four was OMD and MPG.

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 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.

