

## Creative New Business League(AP) – Sep 2009

<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>Ogilvy</b>	Sephora China, Samsung Thailand, Yahoo HK, E-Da Taiwan, Religare India	34.2	India Post	25.2
<b>2</b>	<b>2</b>	<b>DDB</b>	Union pay China, Volkswagen Vietnam, Watson's Hong Kong, Singapore Design Festival Singapore	22.2	Bank International Indonesia	21.5
<b>3</b>	<b>3</b>	<b>McCann WorldGroup</b>	IREO India, Outback Steakhouse Korea, Dish TV India	17.1	Unique Toothpaste Philippines	16.2
<b>4</b>	<b>4</b>	<b>Y&amp;R</b>	Arawana China, Cohen's Lifestyle Centre Philippines, V8 Supercars Australia, Otsuka Kagu Japan	17.8	Telstra Australia	13.7
<b>5</b>	<b>5</b>	<b>Euro RSCG</b>	BRI - Britama Indonesia, Pueblo de Oro Philippines, Google AdWords India, Wanglaoji Herbal Tea China	12.9	Volvo India	12.1
<b>6</b>	<b>6</b>	<b>BBH</b>	Vaseline India, Minute Maid SEA&China, Unilever - Becel India, World Gold Council India	10.2		10.2
<b>7</b>	<b>9</b>	<b>BBDO</b>	Aviva Life Insurance India, Unique Toothpaste Philippines, S-Oil Total Lubricants Korea, West Nippon Expressway Japan	10.6	Nabel China	9.8
<b>8</b>	<b>7</b>	<b>Leo Burnett</b>	Mission Hills Hong Kong, Carrefour SEA, Telenor India	10.1	Petronas lubricant Malaysia	8.5
<b>9</b>	<b>8</b>	<b>TBWA</b>	Swire Hotels (Asia-Pacific), 365mc Korea	13.9	St George Australia	7.7
<b>10</b>	<b>10</b>	<b>Saatchi and Saatchi</b>	The South China Football League China, Huiyuan Juice China	8.9	Mengniu China	6.1
<b>11</b>	<b>11</b>	<b>Grey Group</b>	Aladdin Korea, CIMB Niaga Indonesia, Bausch & Lomb Thailand, Jindal South and West Group India	4.9		4.6
<b>12</b>	<b>12</b>	<b>Bates</b>	Marina Bay Sands Shoppes Singapore, La Opala India, Kenny Rogers Philippines, Olay Vietnam, IBM India	5.1	Vietnamese telco MobiFone	4.1
<b>13</b>	<b>NA</b>	<b>Iris</b>	Sony Ericsson China, Shell Australia, Barclays Singapore Open Singapore, Microsoft Consumer & Online Business India	3.8		3.8
<b>14</b>	<b>14=</b>	<b>JWT</b>	EDB Singapore, Red Ribbon Express II India, Exxon Singapore, Anchor Health&Beauty Care India	8.3	Unitech Real Estate India	3.1
<b>15</b>	<b>13</b>	<b>DraftFCB</b>	Dah Sing China, President Foods China	2.6	USHA International India	2.3
<b>16</b>	<b>14=</b>	<b>Lowe</b>	Xiamen C&D Group China, Axis Bank India, AIA Insurance Thailand	5.2	Vaseline India	1.9
<b>17</b>	<b>17</b>	<b>Wieden &amp; Kennedy</b>	Chevrolet Cruise India, Nike Japan, Play Station Japan	1.8		1.8
<b>18</b>	<b>16</b>	<b>M&amp;C Saatchi</b>	Invest Hong Kong, Petronas lubricant Malaysia	3.0	Don/KR Smallgoods Australia	1.7
<b>19</b>	<b>18</b>	<b>Publicis</b>	K7 India, BMW SEA, Philips Digital China	2.8	Aviva Life Insurance India	0.2

## Media New Business Scoreboard(AP) –Sep 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Zambon China, Qatar Airways India, Energy Australia - digital Australia	26.2	P&G Philippines	22.9
2	2	OMD	Virgin Atlantic Australia, Smart I-Mobile Malaysia, Gems & Jewellery India, Golden Castle online game Taiwan	15.7	Wearnes Automotive Singapore	13.6
3	3	Mindshare	Dyson Taiwan, Milestone Interactive India, HBF Australia, Steel Authority Of India	15.3	Guangdong Development Bank China	13.1
4	4	ZenithOpti media	Unitech Wireless India, Royal Caribbean International China, Godfrey Philips India	22.5	Kose Corporation Taiwan	11.6
5	6=	PHD	BNZ New Zealand, SM Supermalls Philippines, Randstad Australia	11.2	Asana Media Hong Kong	11.0
6	5	Universal McCann	COFCO-The Cereal Way China, Wyeth - Prevenar China, Senda China, AIA Singapore	10.0	Association of Convenience Stores Philippines	9.4
7	6=	MEC	Ruchi Soya India, Oberoi Constructions India, Jay Gee Singapore, Rising China	10.6	BNZ New Zealand	8.3
8	8	MPG	Tata Asia Pacific, Symantec Asia Pacific, Evian Singapore, Optimax Malaysia	7.1	Panasonic Indonesia	6.9
9	9	Maxus	Diageo Vietnam, Titan Watches Singapore, Haw Par Healthcare Singapore, Groupe SEB Singapore	6.0	F&N Foods Singapore	2.0
10	10	Vizeum	Doris Vincci China	0.6	Yili China	(0.4)
11	11	Initiative	Rabobank Australia & Hong Kong, Hotel Club Singapore, Black Design Singapore	3.4	The Nine Network (planning) Australia	(1.6)
12	13	MediaCom	Carnival Cruises Australia, COFCO China, Canon Australia	10.4	China Unicom	(1.8)
13	12	Starcom MediaVest	STAR CJ Network India, Chrysler China, FAW China, Warner Bros Hong Kong, Lemon Squares Philippines	4.4	Mars China	(3.6)

### CREATIVE AGENCIES

Top four positions were unchanged this month, despite a lot of activity and wins. Ogilvy brought in more than fifty new clients, including Sephora China and Samsung projects in Thailand. DDB, McCann and Y&R maintained the next three positions - with DDB securing Unionpay China and other big wins

### MEDIA AGENCIES

No major changes in the top four media agencies this month, despite more than 200 wins recorded across the region. Carat expanded its wins in Australia and Hong Kong. And Mindshare inched closer to OMD for second position, with major wins in India, Vietnam and Japan.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 85 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.