

Creative New Business League(Hong Kong) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	3	Ogilvy	Sands Cotai Central Project, Hong Kong Jockey Club Project, HKSTP Corporation	1.99		1.95
2	2	DDB	CSI Project, Maxim's Snowy Mooncake, Vitasoy	2.09	Philips Asia Pacific	1.62
3	1	Grey Group	GSK Health and Wellness Project, Amway Project, Lindt Project	1.53		1.53
4	4	DraftFCB	MPF Association, Hong Kong Broadband, Marie France Body Slimming Rebranding	1.29	Seiko	0.93
5	5	Leo Burnett	Shekou Sea World, General Mills, Swire Properties	0.42		0.42
6	6	McCann WorldGroup	Lee Kum Kee	0.46		0.15
7	7	Publicis	City of Dreams Digital Project	0.10		0.10
8	8	TBWA	Cheung Kong Holdings	0.03		0.03
9=	9=	BBDO		0.00		0.00
9=	9=	Y&R		0.00		0.00
9=	9=	Saatchi and Saatchi		0.00		0.00
9=	9=	Dentsu		0.00		0.00
9=	9=	Lowe		0.00		0.00
9=	9=	JWT		0.00		0.00
15	15	Bates		0.00	General Mills	(0.05)
16	16	M&C Saatchi		0.00	Hong Kong Broadband	(0.20)
17	17	Euro RSCG	Hong Kong International Airport, Swire Properties Pacific Place	0.52	Sony Ericsson	(0.40)

Media New Business League(Hong Kong) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	PHD	Vmware, Raid, ETC Finance	1.48		1.48
2	2	Carat	Coach, Hong Kong Broadband Network Digital project	1.45	FANCL	1.18
3	5	ZenithOpti media	Nestlé, Bonjour, Phillip Wain	1.39	Coach	1.14
4	3	Starcom MediaVest	Air New Zealand	1.15	General Mills	0.72
5	7=	OMD	Beyond Organic, Osiao	0.90	Air New Zealand	0.65
6	4	Maxus	Sea World, Maxim's Caterers, Hysan Place	0.51		0.51
7	6	Universal McCann	SCAD Group, Harbour Plaza, Sony Pictures	0.39		0.39
8	7=	Dentsu Media	Amway Nutrilite Project, The Oriental Trading Co., (H.K.), Global International Credit Limited	0.32		0.32
9	9	Initiative	Yuexiu, Georg Jensen, Zuji Travel	0.27		0.27
10	10	MPG	Travel Expert	0.14		0.14
11	12	MediaCom	Riverpark New World Development, Miramar Hotel & Investment	0.93	P&G Non TV	0.03
12	11	MEC	National Basketball Association Digital, MSIG	0.20		(0.15)
13	13	Mindshare		0.00	Nestlé	(1.18)

METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

