

# Creative New Business League(China) –Jun 2012

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (RMB m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (RMB m)</b>
<b>1</b>	<b>1</b>	<b>Ogilvy</b>	Etro, Dongfeng Nissan Project, LeTV Project	<b>111.86</b>	COFCO brands Lolas, Le Conte and Merveille	<b>106.29</b>
<b>2</b>	<b>2</b>	<b>Publicis</b>	Essential of Sanofi, Buick Golf Digital Project, PokerStars Digital Project	<b>35.04</b>		<b>35.04</b>
<b>3</b>	<b>3</b>	<b>McCann WorldGroup</b>	Shenzhen Development Bank, Guangdong Telecom, Intel Project	<b>21.40</b>		<b>21.40</b>
<b>4</b>	<b>4</b>	<b>DDB</b>	Tmall Project, Volkswagen Group China, China Resources Enterprise Project	<b>27.38</b>	Philips Asia Pacific	<b>16.98</b>
<b>5</b>	<b>8=</b>	<b>Lowe</b>	Asia Pacific Breweries Anchor and Tiger Beer, VeriSign, Remy Martin	<b>17.88</b>	Tmall Project	<b>13.98</b>
<b>6</b>	<b>7</b>	<b>Leo Burnett</b>	Huawei, OTIS, Skoda Project	<b>17.97</b>		<b>13.09</b>
<b>7</b>	<b>13</b>	<b>JWT</b>	Starbucks, Yili Corns, Fisher-Price	<b>8.94</b>		<b>8.94</b>
<b>8</b>	<b>22</b>	<b>Saatchi and Saatchi</b>	Walmart, Chivas Digital, Kempinski	<b>21.65</b>	China Telecom	<b>8.65</b>
<b>9</b>	<b>21</b>	<b>Bates</b>	TJOY, Shinho	<b>9.10</b>	Remy Martin	<b>7.15</b>
<b>10</b>	<b>8=</b>	<b>SapientNitro</b>	TAG Heuer, L'Oreal Project, Coca-Cola Ice Dew	<b>6.83</b>		<b>6.83</b>
<b>11</b>	<b>5</b>	<b>BBH</b>	Huawei	<b>6.50</b>		<b>6.50</b>
<b>12</b>	<b>6</b>	<b>DraftFCB</b>	Marie France Body Slimming Rebranding, Acer, Uni-President Ice Tea Digital Campaign	<b>6.47</b>		<b>6.47</b>
<b>13=</b>	<b>10=</b>	<b>BBDO</b>	Lee Gardens, ChinaHR.com, Transitions	<b>5.20</b>		<b>5.20</b>
<b>13=</b>	<b>10=</b>	<b>M&amp;C Saatchi</b>	Volkswagen China, Mengniu Dairy Cheese, Uni-President Project	<b>5.20</b>		<b>5.20</b>
<b>15</b>	<b>12</b>	<b>Y&amp;R</b>	DSG International, Citizen, CooperVision	<b>4.78</b>		<b>4.78</b>
<b>16</b>	<b>14</b>	<b>TBWA</b>	Wyeth Enercal Plus and Wyeth Illuma, Tsingtao Beer, AIA	<b>5.66</b>	Citizen	<b>4.36</b>
<b>17</b>	<b>17=</b>	<b>Grey Group</b>	Maxims' Group Mooncake Launch, Dell Project	<b>4.10</b>		<b>4.10</b>
<b>18=</b>	<b>15</b>	<b>Iris</b>	Costa Coffee, Reebok	<b>0.65</b>		<b>0.65</b>
<b>18=</b>	<b>17=</b>	<b>WE</b>	Lufthansa, Lee Kum Kee	<b>0.65</b>		<b>0.65</b>
<b>20</b>	<b>16</b>	<b>Euro RSCG</b>		<b>0.50</b>		<b>0.50</b>
<b>21=</b>	<b>17=</b>	<b>Dentsu</b>		<b>0.00</b>		<b>0.00</b>
<b>21=</b>	<b>17=</b>	<b>Wieden &amp; Kennedy</b>		<b>0.00</b>		<b>0.00</b>

## Media New Business League(China) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (RMB m)	Recent Losses	Overall YTD Revenue (RMB m)
<b>1</b>	<b>1</b>	<b>Carat</b>	Bright Dairy, Xi'an- Janssen Pharmaceutical Digital, Pfizer OOH	57.37	PGI Digital	57.13
<b>2</b>	<b>2</b>	<b>OMD</b>	China Telecom, Amway Artistry	65.81	Zhujiang Beer	56.06
<b>3</b>	<b>3</b>	<b>MediaCom</b>	AkzoNobel, P&G Analytics, P&G Branded Entertainment	75.08	P&G Non TV	49.08
<b>4</b>	<b>7</b>	<b>Mindshare</b>	Nestlé, Yili	55.25	Daphne	32.09
<b>5</b>	<b>4</b>	<b>ZenithOpti media</b>	Yashili, Hang Seng Bank, Bosch	33.33	Lexus GX Dealership Program	29.27
<b>6</b>	<b>5</b>	<b>Vizeum</b>	JDB Group, Korean Air, Nongshim	21.33	Hang Seng Bank	20.68
<b>7</b>	<b>6</b>	<b>Starcom MediaVest</b>	Ren He Group, Nongfu Spring Water Group, PGI Digital	78.28	China Telecom	19.74
<b>8</b>	<b>8</b>	<b>Universal McCann</b>	Sony Pictures, Harry Winston, Founder	24.73	Yili Outdoor	14.01
<b>9</b>	<b>9</b>	<b>MPG</b>	Glycel, Nivea For Men Digital, Zenesis Digital	5.05		5.05
<b>10</b>	<b>10</b>	<b>PHD</b>	Almond Board of California	0.36		0.36
<b>11</b>	<b>11</b>	<b>Initiative</b>	Strip+Browhaus, ABCmouse	0.28		0.28
<b>12</b>	<b>12</b>	<b>MEC</b>	Indigo, Harman	1.14	Henkel	(3.74)
<b>13</b>	<b>13</b>	<b>Maxus</b>	Tourism Victoria, Lexus GX Dealership Program, South African Airways	5.27	Indigo	(7.08)

### 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](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.

