

Creative New Business League(Taiwan) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Blizzard Entertainment, Miele, Wrigley	1.4		1.4
2	2	Euro RSCG	Asia Pulp & Paper, AU Optronics, NICE	0.5		0.5
3	3	Ogilvy	Japan Tobacco International, DebolaSpa, Dian Rong	0.4		0.4
4	4	McCann WorldGroup	Japan Tobacco International	0.2		0.2
5=	7=	Leo Burnett	Taisun Enterprise Co., Ltd., HEY-SONG CORPORATION	0.1		0.1
5=	5=	JWT		0.1		0.1
5=	5=	TBWA	Henkel/Combat	0.1		0.1
8=	7=	Bates		0.0		0.0
8=	7=	Saatchi and Saatchi		0.0		0.0
8=	7=	Grey Group		0.0		0.0
8=	7=	DraftFCB		0.0		0.0
8=	7=	Y&R		0.0		0.0
8=	7=	Lowe		0.0		0.0
8=	7=	Publicis		0.0		0.0
15	15	BBDO	Modern Girl, Kose	0.4	Wrigley	(0.6)

Media New Business Scoreboard(Taiwan) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	PHD	Unilever	2.5		2.5
2	2	Starcom MediaVest	Prudential, Yuen Foong Yu, Asia Pacific Telecom	0.5		0.5
3=	7=	MEC	TaiSalt, Ministry of the interior-Taiwan Lottery, Shallop, ShaoMei Ice Cream	0.2		0.2
3=	3=	ZenithOpti media	Nysco, Watson's , Bamansons Labs	0.2		0.2
3=	3=	Vizeum	DFI Home Furnishings	0.2		0.2
3=	3=	Universal McCann	DeAgostini, AIA Asia Pacific, Burberry	0.2		0.2
7	11=	Carat	AirAsia, DFI Home Furnishings Taiwan Limited, IKEA	0.3	Asia Pacific Telecom	0.1
8=	7=	MediaCom	Bolgarli	0.0		0.0
8=	7=	MPG		0.0		0.0
8=	7=	Initiative		0.0		0.0
8=	3=	Maxus	Shangri-la Asia Pacific	0.1	Burberry	(0.0)
12	11=	OMD		0.0	Watson's	(0.1)
13	13	Mindshare	ChungHwa Post, Baush & Lamb, Bayer, IKEA, Lenovo, Tecu	1.1	Nestle	(0.8)

CREATIVE AGENCIES

DDB maintained the top position on the back of previous wins. Euro RSCG also maintained the second place securing Asia Pulp & Paper business. Leo Burnett jumped to the fifth spot snapping Taisun and HEY-SONG.

MEDIA AGENCIES

PHD maintained the top position on the back of the Unilever Greater China consolidation. MEC jumped to the second place securing several wins including TaiSalt, Shallop and shared the position with ZenithOptimedia, Vizeum and Universal McCann. Carat went to the seventh spot snapping AirAsia, DFI Home Furnishings Taiwan Limited, IKEA.

METHODOLOGY

The R3 New Business League has been compiled each of the last 92 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.

