

## Creative New Business League(Taiwan) –Apr 2011

<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>BBDO</b>	JTI, Knorr, Topax Water Heater	0.86		0.86
<b>2</b>	<b>2</b>	<b>JWT</b>		0.55		0.55
<b>3</b>	<b>3</b>	<b>TBWA</b>	ANZ Asia Pacific	0.40		0.40
<b>4</b>	<b>4</b>	<b>DDB</b>	Manulife Financial	0.20	Michelin	0.15
<b>5</b>	<b>9</b>	<b>McCann WorldGroup</b>	SinoPac Bank, City Chain Asia Pacific	0.09		0.09
<b>6=</b>	<b>5</b>	<b>Bates</b>	Watsons OTC Cosmetics, AGV Milk	0.08		0.08
<b>6=</b>	<b>11</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific, Australian Macadamia Society, Housefun	0.23	Dulux Asia Pacific	0.08
<b>8=</b>	<b>10</b>	<b>Leo Burnett</b>		0.05		0.05
<b>8=</b>	<b>6=</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific	0.05		0.05
<b>8=</b>	<b>6=</b>	<b>Publicis</b>	LG Digital Asia Pacific	0.05		0.05
<b>8=</b>	<b>6=</b>	<b>DraftFCB</b>	Sunsuivi Rice	0.05		0.05
<b>12=</b>	<b>12=</b>	<b>Grey Group</b>		0.00		0.00
<b>12=</b>	<b>12=</b>	<b>Y&amp;R</b>		0.00		0.00
<b>12=</b>	<b>12=</b>	<b>Lowe</b>		0.00		0.00
<b>15</b>	<b>15</b>	<b>Ogilvy</b>	Family Mart	0.04	Lenovo Asia Pacific	(0.01)

## Media New Business League(Taiwan) – Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>Starcom MediaVest</b>	Diageo, Yahoo Asia Pacific, Zespri, CIGNA	0.79	Kymco	0.69
<b>2</b>	<b>2</b>	<b>Carat</b>	Moet Hennessy Diageo Digital, KMT, Mirco Bio	0.48		0.48
<b>3=</b>	<b>5</b>	<b>OMD</b>	Hotel.com, KYMCO, Continental	0.14		0.14
<b>3=</b>	<b>3</b>	<b>Vizeum</b>	FunTown World	0.14		0.14
<b>5</b>	<b>4</b>	<b>MEC</b>	Liebherr, Sunsuivi, LG Household & Health care	0.13		0.13
<b>6</b>	<b>7=</b>	<b>ZenithOptimedia</b>	Omega, Fuji, Citibank	0.09		0.09
<b>7</b>	<b>7=</b>	<b>MPG</b>	Bosch Asia Pacific, Escada Asia Pacific	0.07		0.07
<b>8</b>	<b>6</b>	<b>PHD</b>	TaiPower, Hotels.com Asia Pacific	0.04		0.04
<b>9=</b>	<b>7=</b>	<b>MediaCom</b>		0.00		0.00
<b>9=</b>	<b>7=</b>	<b>Universal McCann</b>		0.00		0.00
<b>9=</b>	<b>7=</b>	<b>Maxus</b>		0.00		0.00
<b>9=</b>	<b>7=</b>	<b>Initiative</b>		0.00		0.00
<b>13</b>	<b>13</b>	<b>Mindshare</b>		0.00	Zespri	<b>(0.15)</b>

### CREATIVE AGENCIES

BBDO maintained top spot, securing JTI. JWT was placed second, followed by TBWA. DDB made up the rest of the top four.

### MEDIA AGENCIES

Starcom maintained top spot securing Diageo, followed by Carat. OMD was fastest mover, winning Hotel.com new business. Vizeum made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.

