

## Creative New Business League(Taiwan) –August 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>	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific, JTI	1.27		1.27
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	Fuhwa Financial Holding, Silicon Image, Taipei 101	1.24	Lenovo Asia Pacific	1.19
<b>3</b>	<b>7</b>	<b>Leo Burnett</b>	China Airlines, Samsung Electronics Taiwan, YungShin Global Holding	0.64		0.64
<b>4</b>	<b>3</b>	<b>DDB</b>	Johnson Health Technology, Burn Stewart Distillers, Yomeishu Seizo	0.67	Michelin	0.62
<b>5</b>	<b>4</b>	<b>JWT</b>		0.56	Rimmel London Asia Pacific, Burn Stewart Distillers	0.47
<b>6</b>	<b>11</b>	<b>Saatchi and Saatchi</b>	Nan Shan Life Insurance, Lenovo Asia Pacific	0.25		0.25
<b>7</b>	<b>5</b>	<b>TBWA</b>	ANZ Asia Pacific	0.40	Mars Asia Pacific	0.20
<b>8</b>	<b>6</b>	<b>Publicis</b>	Duracell , LG Digital Asia Pacific	0.19		0.19
<b>9</b>	<b>8</b>	<b>McCann WorldGroup</b>	SinoPac Bank, City Chain Asia Pacific	0.09		0.09
<b>10</b>	<b>9</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific, Australian Macadamia Society, Housefun	0.23	Dulux Asia Pacific	0.08
<b>11</b>	<b>10</b>	<b>Bates</b>	Watsons OTC Cosmetics, AGV Milk	0.08		0.07
<b>12</b>	<b>12=</b>	<b>Grey Group</b>		0.00		0.00
<b>13</b>	<b>12=</b>	<b>Y&amp;R</b>		0.00		0.00
<b>14</b>	<b>12=</b>	<b>Lowe</b>		0.00		0.00
<b>15</b>	<b>15</b>	<b>DraftFCB</b>	Sunsuivi Rice	0.05	SC Johnson Asia Pacific	-0.70

# Media New Business League(Taiwan) – August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Testrite Digital, 7 Eleven 7 Net	1.13		1.13
2	3	Starcom MediaVest	Samsung Digital Media Scope, Diageo, Yahoo Asia Pacific	0.83	Kymco	0.73
3	2	MEC	MSD, Niuer Beauty, Nu Skin	0.93	Sony Asia Pacific	0.68
4	4	Vizeum	FunTown World	0.50		0.50
5	7	OMD	Sony Asia Pacific, Huawei, jollywiz	0.45		0.45
6	6	ZenithOpti media	Nan Shan Insurance, Kbro, Gomaji, Omega, Fuji, Citibank	0.37		0.37
7	5	Maxus	SC Johnson Asia Pacific	0.23		0.23
8	8	PHD	Fisheries Agency, Council of Agriculture, SC Johnson Asia Pacific, Hotels.com Asia Pacific	0.20		0.20
9	9	MPG	The Body Shop, Cardif Insurance, Bosch Asia Pacific	0.07		0.07
10	11	MediaCom	Pioneer Investments, EA Game, Asiarooms	0.06		0.06
11	10	Initiative	Chunghwa Biomedical Technology Toothpaste, Qualcomm	0.02		0.02
12	12	Mindshare		0.00	Zespri	-0.20
13	13	Universal McCann	O2+Life Co., Ltd., Sinopac JV Card	0.12	SC Johnson Asia Pacific	-0.48

## CREATIVE AGENCIES

BDO maintained on top spot on the back of previous wins. Ogilvy was a close second, securing Fuhwa Financial Holding, Silicon Image and Taipei 101. Leo Burnett was fastest mover this month, picking up China Airlines and others. DDB made up the rest of the top four.

## MEDIA AGENCIES

Carat kept on top spot on the back of previous wins. Starcom got the second place, as MEC lose Sony Asia Pacific. MEC and Vizeum made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.

