

## Creative New Business League(Taiwan) – Dec 2009

<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>Ogilvy</b>	Oriet Life International, UPS Asia Pacific, Brand's, ViewSonic	3.0	DBS	2.5
<b>2</b>	<b>2</b>	<b>Euro RSCG</b>	IBM Digital Asia Pacific, Dole, LG, DBS	1.1		1.1
<b>3</b>	<b>3</b>	<b>DDB</b>	Skype BTL Asia Pacific, Pak Fah Yeow Manufacturing, Baskin-Robbins	0.9		0.9
<b>4</b>	<b>4</b>	<b>Bates</b>	Vitalon, Taiwan Beer	0.7		0.7
<b>5</b>	<b>5</b>	<b>TBWA</b>	Audi - Full Series, Evertrust, Water Moon, Easy Card, Carrefour Telecom	0.6		0.6
<b>6</b>	<b>6</b>	<b>JWT</b>	Rivon Bakery, Kelloggs Asia Pacific, Kuai Kuai Foods, Epson Asia Pacific	0.4		0.4
<b>7=</b>	<b>7=</b>	<b>Saatchi and Saatchi</b>	Merck Sharp Dohme Asia Pacific, Master Kong instant noodles	0.4	ESPN Star Sports Asia Pacific	0.3
<b>7=</b>	<b>7=</b>	<b>Grey Group</b>	Allianz Asia Pacific, ESPN Star Sports Asia Pacific	0.3		0.3
<b>9=</b>	<b>9=</b>	<b>DraftFCB</b>	Ballentine's	0.2		0.2
<b>9=</b>	<b>9=</b>	<b>Y&amp;R</b>	Nokia Digital Asia Pacific	0.2		0.2
<b>11=</b>	<b>11=</b>	<b>Lowe</b>		0.0		0.0
<b>11=</b>	<b>11=</b>	<b>Publicis</b>		0.0		0.0
<b>11=</b>	<b>11=</b>	<b>McCann WorldGroup</b>	Johnson & Johnson Medical	0.1	UPS Asia Pacific	0.0
<b>14</b>	<b>14</b>	<b>BBDO</b>	Hanskin BB cream, Eastern Realty	0.3	Allianz Asia Pacific	(0.1)
<b>15</b>	<b>15</b>	<b>Leo Burnett</b>	Philippine Airlines Global	0.1	Kelloggs Asia Pacific	(0.2)

## Media New Business Scoreboard(Taiwan) –Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Bionet, Lenovo, Far East Group	1.5	Nikon	1.4
2	2	Mindshare	Dyson, 3M, ChungHwa Post, Taiwan Water Corporation, Taiwan Power Company	2.0	Nestle	1.2
3	3	MPG	Hermes, Hyundai Asia Pacific, Symantec Asia Pacific	0.7	Swarovski Asia Pacific	0.7
4=	4=	OMD	Johnson & Johnson Medical, Vizio TV, Golden Castle online game	1.0	Allianz Asia Pacific	0.6
4=	4=	ZenithOptimedia	Disney Leisure, Nestle, Swarovski Asia Pacific, Qsquare	1.1	Hermes	0.6
6	6	Starcom MediaVest	OK Personal Loan, Peseo, Hyundai, Hanskin, MDH Haie Chain Store	0.4	Discovery	0.4
7	8=	Vizeum		0.3		0.3
8	7	MediaCom	Allianz Asia Pacific, Sino Cell Technologies, Taipei County Government	0.5	Nokia	0.2
9=	8=	PHD	HP Asia Pacific	0.1		0.1
9=	8=	Universal McCann	Fracent, Min on line	0.2	UPS Asia Pacific	0.1
9=	8=	Maxus	UPS Asia Pacific	0.1		0.1
12	12	Initiative		0.0		0.0
13	13	MEC	Ministry of Economic Affairs, TaiSalt, Gameflir International Corporation	0.3	Taiwan High Speed Rail	(0.2)

### CREATIVE AGENCIES

Ogilvy finished the year on top with around 40 wins, the biggest of which included South Hampton, WeGo Motel and Order Furniture. Euro RSCG maintained the second place with a dozen wins including DBS and Dole. DDB and Bates finished third and fourth respectively.

### MEDIA AGENCIES

Carat finished the year on top with more than 20 wins, the biggest of which included Pernord Ricard and Nokia. Mindshare maintained the second place with a dozen wins including Taiwan High Speed Rail and 3M. MPG ranked the third, OMD and ZenithOptimedia shared the fourth place.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.