

Creative New Business League(Taiwan) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DraftFCB	Nivea, SYM, Asus	2.10		2.10
2	2	DDB	Hoyu, Twinhead	2.07	Energizer	2.00
3	4=	Ogilvy	Taichung City Government, IKEA	1.38	Panadol	1.18
4	3	Euro RSCG	Pfizer, China Trust, Unilever, Weilih	0.94		0.94
5	4=	TBWA	Micro Bio, Energizer, Unipresident Soy Sauce	1.03	Nivea	0.73
6=	6	Leo Burnett	Symantec, Taiwan External Trade Development Council	0.40		0.40
6=	8=	Bates	LG	0.40		0.40
8	7=	McCann WorldGroup	Chimei, JTI (Winston), Sinopac	0.21		0.21
9	7=	JWT	FamilyMart CVS, Dominos Digital, USMEF	0.20		0.20
10=	8=	Saatchi and Saatchi		0.00		0.00
10=	8=	Grey Group		0.00		0.00
10=	8=	Y&R		0.00		0.00
10=	8=	Publicis		0.00		0.00
14	14	BBDO	AsiaRooms.com, JNJ Baby, Modern Girl , Kose	0.92	Wrigley	-0.08
15	15	Lowe		0.00	JNJ Baby	-0.50

Media New Business League(Taiwan) –Dec 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	2.50		2.50
2	2	Carat	Tiffany, Sony, Zynga digital, AirAsia	2.04	Asia Pacific Telecom	1.78
3	3	ZenithOptimedia	Sanofi Aventis, Nysco, Watson's , Bamansons Labs	0.70	KHAM Ticket	0.65
4	4=	MEC	Matisse Whisky, Compal Communications, aPure	0.96	Sony	0.56
5	4=	Starcom MediaVest	Prudential, Yuen Foong Yu, Asia Pacific Telecom	0.50		0.50
6	6	Vizeum	DFI Home Furnishings	0.37		0.37
7	7	OMD	Mars, Vital Spa	0.43	Watson's	0.33
8	8=	MediaCom	Bolgarli	0.03		0.03
9	8=	Universal McCann	DeAgostini, AIA Asia Pacific, Burberry	0.16	Tiffany	0.01
10	8=	MPG		0.00		0.00
11	11	Maxus	Shangri-la Asia Pacific	0.05	Burberry	-0.03
12	12	Initiative		0.00	Bayer	-0.10
13	13	Mindshare	Taiwan Tobacco & Liquor Corporation, Lamigo International	1.46	AVON Digital	-0.54

CREATIVE AGENCIES

DraftFCB finished the year on top with ten wins, including Nivea Asia Pacific and SYM. DDB was a close second, securing Wrigley and Blizzard Entertainment. Ogilvy and Euro RSCG made up the rest of the top four.

MEDIA AGENCIES

PHD's strong Unilever win kept it on top of 2010 Media Agency New Business League. Carat, winner of Sony and Tiffany Asia Pacific, was placed second. ZenithOptimedia and MEC made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.

