

Creative New Business League(Taiwan) –December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	Philips Asia Pacific, Nestlé	1.90	Lenovo Asia Pacific	1.85
2	2	BBDO	ExxonMobil Asia Pacific, VIBO Telecom	1.57		1.57
3=	4	Leo Burnett	Taiwan External Trade Development Council, China Airlines, Yung Shin Pharma	0.77		0.77
3=	3	DDB	UTC Food Corporation, Johnson Health Technology, Burn Stewart Distillers	1.27	Philips Asia Pacific	0.77
5	5	JWT		0.63	Rimmel London Asia Pacific	0.54
6	6	Saatchi and Saatchi	Nan Shan Life Insurance, Lenovo Asia Pacific	0.25		0.25
7	7	Publicis	Merck OTC Brands Asia Pacific	0.24		0.24
8	10	TBWA	ANZ Asia Pacific	0.40	Mars Asia Pacific	0.20
9	8	Bates	Watsons OTC Cosmetics, AGV Milk	0.18		0.17
10	9	Euro RSCG	Aeon, Industrial Technology Research Institute, Bosch Brand Asia Pacific	0.30	Dulux Asia Pacific	0.15
11=	11=	Grey Group		0.00		0.00
11=	11=	Y&R		0.00		0.00
11=	11=	Lowe		0.00		0.00
14	14	McCann WorldGroup	Subway, ASUS, SinoPac Bank	0.11	Lufthansa Asia Pacific	(0.13)
15	15	DraftFCB	Sunsuivi Rice	0.05	SC Johnson Asia Pacific	(0.70)

Media New Business League(Taiwan) –December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	Brother International, Fidelity	1.57	Novartis Asia Pacific	1.07
2	2	Carat	Philips Asia Pacific	1.26	Fidelity	1.04
3	3	Starcom MediaVest	Novartis Asia Pacific, Samsung Digital Media Scope, Diageo	1.03	Kymco	0.93
4	5	ZenithOpti media	BVI, Lindt, Nan Shan Insurance	0.82		0.82
5	4	Vizeum	Nikon, FunTown World	0.56	Kymco	0.50
6	6	OMD	Galderma	0.46	ExxonMobil Asia Pacific	0.36
7	7	PHD	Sony Ericsson Asia Pacific, Taiwan Sugar Corporation, Viewshow	0.28		0.28
8	8	Maxus	SC Johnson Asia Pacific	0.23		0.23
9	9	MediaCom	Revlon Asia Pacific	0.19		0.18
10	10	MPG	Q- Square, Hsinchu City World Expo- Taiwan Pavilion Planning, The Body Shop	0.09		0.09
11	11	Initiative	Palmer's, Action Electronic	0.06	Revlon Asia Pacific	0.01
12	12	Mindshare	AIA, CatchPlay	0.05	Zespri	(0.16)
13	13	Universal McCann	ExxonMobil Asia Pacific	0.23	SC Johnson Asia Pacific	(0.37)

CREATIVE AGENCIES

Ogilvy maintained its lead with overall revenue of USD1.85M, followed by BBDO. Leo Burnett climbed to the third position with 3 recent wins, sharing the spot with DDB.

MEDIA AGENCIES

MEC led the industry with the recent Brother International win. Carat and Starcom MediaVest stayed at the second and third position while ZenithOptimedia climbed to fourth position.

METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.

