

Creative New Business League(Taiwan) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	4=	DDB	Wrigley	0.6		0.6
2	1	Euro RSCG	AU Optronics, NICE	0.4		0.4
3	4=	Ogilvy	Japan Tobacco International, DebolaSpa, Dian Rong	0.3		0.3
4	2=	McCann WorldGroup	Japan Tobacco International	0.2		0.2
5=	6=	Bates		0.0		0.0
5=	6=	TBWA		0.0		0.0
5=	6=	JWT		0.0		0.0
5=	6=	Saatchi and Saatchi		0.0		0.0
5=	6=	Grey Group		0.0		0.0
5=	6=	DraftFCB		0.0		0.0
5=	6=	Y&R		0.0		0.0
5=	6=	Lowe		0.0		0.0
5=	6=	Publicis		0.0		0.0
5=	6=	Leo Burnett		0.0		0.0
15	2=	BBDO	Kose	0.2	Wrigley	(0.3)

Media New Business Scoreboard(Taiwan) –Feb 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	2.5		2.5
2=	2=	ZenithOptimedia	Retail Client, Beauty Client	0.1		0.1
2=	2=	Carat	Technology Client, Finance Client	0.1		0.1
2=	2=	Vizeum	DFI Home Furnishings	0.1		0.1
5=	5=	MPG		0.0		0.0
5=	5=	OMD		0.0		0.0
5=	5=	Starcom MediaVest		0.0		0.0
5=	5=	MediaCom		0.0		0.0
5=	5=	Universal McCann		0.0		0.0
5=	5=	Maxus		0.0		0.0
5=	5=	Initiative		0.0		0.0
5=	5=	MEC		0.0		0.0
13	13	Mindshare	Bayer, IKEA, Lenovo, Teco	0.7	Unilever	(0.8)

CREATIVE AGENCIES

DDB moved to the top position on the back of Wrigley win, followed by Euro RSCG. Ogilvy moved to the third place securing several wins including Japan Tobacco International, DebolaSpa and Dian Rong

MEDIA AGENCIES

PHD maintained the top position on the back of Unilever win. ZenithOptimedia, Carat and Vizeum shared the second place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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.

