

Creative New Business League(Taiwan) – Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	Euro RSCG	AU Optronics, NICE	0.4		0.4
2=	14	BBDO	Kose	0.2		0.2
2=	11	McCann WorldGroup	Japan Tobacco International	0.2		0.2
4=	1	Ogilvy	ITB	0.1		0.1
4=	3	DDB	Wei Chuan	0.1		0.1
6=	4	Bates		0.0		0.0
6=	5	TBWA		0.0		0.0
6=	6	JWT		0.0		0.0
6=	7=	Saatchi and Saatchi		0.0		0.0
6=	7=	Grey Group		0.0		0.0
6=	9=	DraftFCB		0.0		0.0
6=	9=	Y&R		0.0		0.0
6=	11=	Lowe		0.0		0.0
6=	11=	Publicis		0.0		0.0
6=	15	Leo Burnett		0.0		0.0

Media New Business Scoreboard(Taiwan) –Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	9=	PHD	Unilever	2.5		2.5
2=	4=	ZenithOptimedia	Retail Client, Beauty Client	0.1		0.1
2=	1	Carat	Technology Client, Finance Client	0.1		0.1
2=	7	Vizeum	DFI Home Furnishings	0.1		0.1
5=	3	MPG		0.0		0.0
5=	4	OMD		0.0		0.0
5=	6	Starcom MediaVest		0.0		0.0
5=	8	MediaCom		0.0		0.0
5=	9=	Universal McCann		0.0		0.0
5=	9=	Maxus		0.0		0.0
5=	12	Initiative		0.0		0.0
5=	13	MEC		0.0		0.0
13	2	Mindshare		0.0	Unilever	(1.5)

CREATIVE AGENCIES

Euro RSCG took the first place, securing AU Optronics business. BBDO and McCann shared the second place, snapping Kose and Japan Tobacco International respectively. Ogilvy went to the fourth position.

MEDIA AGENCIES

PHD took the first place on the back of massive Unilever win. ZenithOptimedia, Carat and Vizeum shared the second place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 89 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.

