

Creative New Business League(Taiwan) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	DDB	Manulife Financial	0.20		0.20
2=	10=	Saatchi and Saatchi	Lenovo Asia Pacific	0.05		0.05
2=	10=	Publicis	LG Digital Asia Pacific	0.05		0.05
4	6=	Leo Burnett		0.03		0.03
5=	1	DraftFCB		0.00		0.00
5=	4	Euro RSCG		0.00		0.00
5=	5	TBWA		0.00		0.00
5=	6=	Bates		0.00		0.00
5=	8	McCann WorldGroup		0.00		0.00
5=	9	JWT		0.00		0.00
5=	10=	Grey Group		0.00		0.00
5=	10=	Y&R		0.00		0.00
5=	14	BBDO		0.00		0.00
5=	15	Lowe		0.00		0.00
15	3	Ogilvy	Family Mart	0.04	Lenovo Asia Pacific	(0.01)

Media New Business League(Taiwan) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	Carat	KMT, Mirco Bio	0.24		0.24
2	6	Vizeum	FunTown World	0.14		0.14
3	7	OMD	Levi's Asia Pacific	0.08		0.08
4=	1	PHD		0.00		0.00
4=	3	ZenithOpti media		0.00		0.00
4=	4	MEC		0.00		0.00
4=	5	Starcom MediaVest		0.00		0.00
4=	8	MediaCom		0.00		0.00
4=	9	Universal McCann		0.00		0.00
4=	10	MPG		0.00		0.00
4=	11	Maxus		0.00		0.00
4=	12	Initiative		0.00		0.00
4=	13	Mindshare		0.00		0.00

CREATIVE AGENCIES

In the first report of 2011, DDB led the way through strong win of Manulife Financial. Saatchi&Saatchi won Lenovo Asia Pacific new business, and shared second position with Publicis, securing LG Digital Asia Pacific.

MEDIA AGENCIES

Carat stayed top spot of 2011 first media agency table, securing KMT and Mirco Bio. Vizeum won FunTown World and was placed second. OMD made up the rest of the top three on the back of Levi's Asia Pacific win.

METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.

