

Creative New Business League(Taiwan) –July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific, JTI	1.27		1.27
2	4	Ogilvy	SC Johnson Asia Pacific, DongFa, Cardiff Facebook, Dupont	1.19	Lenovo Asia Pacific	1.14
3	2=	DDB	Johnson Health Technology, Burn Stewart Distillers, Yomeishu Seizo	0.67	Michelin	0.62
4	2=	JWT		0.56	Rimmel London Asia Pacific, Burn Stewart Distillers	0.47
5	5	TBWA	ANZ Asia Pacific	0.40	Mars Asia Pacific	0.20
6	6=	Publicis	Duracell , LG Digital Asia Pacific	0.19		0.19
7	8=	Leo Burnett		0.09		0.09
8	6=	McCann WorldGroup	SinoPac Bank, City Chain Asia Pacific	0.09		0.09
9	8=	Euro RSCG	Bosch Brand Asia Pacific, Australian Macadamia Society, Housefun	0.23	Dulux Asia Pacific	0.08
10	8=	Bates	Watsons OTC Cosmetics, AGV Milk	0.08		0.07
11	11=	Saatchi and Saatchi	Lenovo Asia Pacific	0.05		0.05
12=	13=	Grey Group		0.00		0.00
12=	13=	Y&R		0.00		0.00
12=	13=	Lowe		0.00		0.00
15	11=	DraftFCB	Sunsuivi Rice	0.05	SC Johnson Asia Pacific	-0.70

Media New Business League(Taiwan) – July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Testrite Digital, 7 Eleven 7 Net	1.13		1.13
2	2	MEC	Nu Skin, Dapha Trading, Divine Foundation, Henry's	0.80		0.80
3	3	Starcom MediaVest	Samsung Digital Media Scope, Diageo, Yahoo Asia Pacific	0.83	Kymco	0.73
4	4	Vizeum	FunTown World	0.50		0.50
5	11=	Maxus	SC Johnson Asia Pacific	0.23		0.23
6	6	ZenithOpti media	Kbro, Gomaji, Omega, Fuji, Citibank	0.22		0.22
7	5	OMD	Huawei, jollywiz, Hotel.com	0.20		0.20
8	8	PHD	Fisheries Agency, Council of Agriculture, SC Johnson Asia Pacific, Hotels.com Asia Pacific	0.20		0.20
9	7	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.07		0.07
10	9=	Initiative	Chunghwa Biomedical Technology Toothpaste, Qualcomm	0.02		0.02
11	11=	MediaCom		0.00		0.00
12	13	Mindshare		0.00	Zespri	-0.20
13	9=	Universal McCann	O2+Life, Sinopac JV Card	0.12	SC Johnson Asia Pacific	-0.48

CREATIVE AGENCIES

BDO maintained its top position with a new SC Johnson Asia Pacific win, followed by Ogilvy with new wins from clients such as SC Johnson Asia Pacific, DongFa, and Dupont. DDB and JWT make up the rest of the top four, with DDB's new wins from Johnson Health Technology, Burn Stewart Distillers, and Yomeishu Seizo.

MEDIA AGENCIES

Carat maintained top spot with MEC following behind with a new win from Nu Skin. Starcom and Vizeum make up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.

