

Creative New Business League(Taiwan) –June 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	VISA Asia Pacific, Mars Asia Pacific, JTI	0.97		0.97
2=	2	JWT		0.55	Rimmel London Asia Pacific	0.50
2=	3=	DDB	Mars Asia Pacific, Intel Asia Pacific, Manulife Financial	0.55	Michelin	0.50
4	5	Ogilvy	White Wood House Bakery, Healthbanks, Taishin, Yoyo Card	0.34	Lenovo Asia Pacific	0.29
5	3=	TBWA	ANZ Asia Pacific	0.40	Mars Asia Pacific	0.20
6=	9=	Publicis	Duracell , LG Digital Asia Pacific	0.19		0.19
6=	6	McCann WorldGroup	SinoPac Bank, City Chain Asia Pacific	0.09		0.09
8=	9=	Leo Burnett		0.08		0.08
8=	7=	Bates	Watsons OTC Cosmetics, AGV Milk	0.08		0.08
8=	7=	Euro RSCG	Bosch Brand Asia Pacific, Australian Macadamia Society, Housefun	0.23	Dulux Asia Pacific	0.08
11=	9=	Saatchi and Saatchi	Lenovo Asia Pacific	0.05		0.05
11=	9=	DraftFCB	Sunsuivi Rice	0.05		0.05
13=	13=	Grey Group		0.00		0.00
13=	13=	Y&R		0.00		0.00
13=	13=	Lowe		0.00		0.00

Media New Business League(Taiwan) –June 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	Carat	Testrite Digital, 7 Eleven 7 Net	1.13		1.13
2	3	MEC	Continental AG, Dapha Trading, Divine Foundation, Henry's	0.74		0.74
3	1	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	5	OMD	Huawei, jollywiz, Hotel.com	0.20		0.20
6	6	ZenithOpti media	Gomaji, Omega, Fuji, Citibank	0.16		0.16
7	7	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.07		0.07
8	8	PHD	TaiPower, Hotels.com Asia Pacific	0.04		0.04
9=	9=	Initiative	Chunghwa Biomedical Technology Toothpaste, Qualcomm	0.02		0.02
9=	9=	Universal McCann	Sinopac JV Card	0.02		0.02
11=	11=	MediaCom		0.00		0.00
11=	11=	Maxus		0.00		0.00
13	13	Mindshare		0.00	Zespri	(0.20)

CREATIVE AGENCIES

BBDO won VISA and Mars Asia Pacific new businesses, and kept its top spot. DDB shared Mars Asia Pacific new businesses with BBDO, and was placed second. Ogilvy made up the rest of the top four.

MEDIA AGENCIES

Carat moved up to top spot on the back of Testrite Digital and 7 Eleven new businesses, followed by MEC. Starcom and Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 106 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.

