

Creative New Business League(Taiwan) – Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Wrigley	1.1		1.1
2	2	Euro RSCG	Asia Pulp & Paper, AU Optronics, NICE	0.5		0.5
3	3	Ogilvy	Japan Tobacco International, DebolaSpa, Dian Rong	0.4		0.4
4	4	McCann WorldGroup	Japan Tobacco International	0.2		0.2
5=	5=	JWT		0.1		0.1
5=	5=	TBWA	Henkel/Combat	0.1		0.1
7=	5=	Bates		0.0		0.0
7=	5=	Saatchi and Saatchi		0.0		0.0
7=	5=	Grey Group		0.0		0.0
7=	5=	DraftFCB		0.0		0.0
7=	5=	Y&R		0.0		0.0
7=	5=	Lowe		0.0		0.0
7=	5=	Publicis		0.0		0.0
7=	5=	Leo Burnett		0.0		0.0
15	15	BBDO	Kose	0.2	Wrigley	(0.8)

Media New Business Scoreboard(Taiwan) – Mar 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	5=	Starcom MediaVest	Prudential, Yuen Foong Yu, Asia Pacific Telecom	0.5		0.5
3=	2=	ZenithOpti media	Bamansons Labs	0.1		0.1
3=	2=	Vizeum	DFI Home Furnishings	0.1		0.1
3=	5=	Universal McCann	AIA Asia Pacific	0.1		0.1
3=	5=	Maxus	Shangri-la Asia Pacific	0.1		0.1
7=	5=	MPG		0.0		0.0
7=	5=	MediaCom		0.0		0.0
7=	5=	Initiative		0.0		0.0
7=	5=	MEC		0.0		0.0
11=	5=	OMD		0.0	Shangri-la Asia Pacific	(0.1)
11=	2=	Carat		0.1	Asia Pacific Telecom	(0.1)
13	13	Mindshare	Bayer, IKEA, Lenovo, Teco	0.7	Unilever	(0.8)

CREATIVE AGENCIES

DDB maintained the top position on the back of previous wins. Euro RSCG also maintained the second place securing Asia Pulp & Paper business. Ogilvy and McCann made up the top four.

MEDIA AGENCIES

PHD maintained the top position on the back of the Unilever Greater China consolidation. Starcom jumped to the second spot securing several wins including Prudential, Yuen Foong Yu and Asia Pacific Telecom. ZenithOptimedia, Vizeum, Universal McCann and Maxus shared the third place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 91 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.

