

## Creative New Business League(Taiwan) –Mar 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>BBDO</b>	Knorr, Topax Water Heater	0.66		0.66
<b>2</b>	<b>2</b>	<b>JWT</b>		0.55		0.55
<b>3</b>	<b>9=</b>	<b>TBWA</b>	ANZ Asia Pacific	0.40		0.40
<b>4</b>	<b>3</b>	<b>DDB</b>	Manulife Financial	0.20	Michelin	0.15
<b>5</b>	<b>9=</b>	<b>Bates</b>	Watsons OTC Cosmetics, AGV Milk	0.08		0.08
<b>6=</b>	<b>5=</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific	0.05		0.05
<b>6=</b>	<b>5=</b>	<b>Publicis</b>	LG Digital Asia Pacific	0.05		0.05
<b>6=</b>	<b>9=</b>	<b>DraftFCB</b>	Sunsuivi Rice	0.05		0.05
<b>9</b>	<b>7</b>	<b>McCann WorldGroup</b>	City Chain Asia Pacific	0.04		0.04
<b>10</b>	<b>8</b>	<b>Leo Burnett</b>		0.03		0.03
<b>11</b>	<b>4</b>	<b>Euro RSCG</b>	Australian Macadamia Society, Housefun, Kuangchuan	0.17	Dulux Asia Pacific	0.02
<b>12=</b>	<b>9=</b>	<b>Grey Group</b>		0.00		0.00
<b>12=</b>	<b>9=</b>	<b>Y&amp;R</b>		0.00		0.00
<b>12=</b>	<b>9=</b>	<b>Lowe</b>		0.00		0.00
<b>15</b>	<b>15</b>	<b>Ogilvy</b>	Family Mart	0.04	Lenovo Asia Pacific	<b>(0.01)</b>

## Media New Business League(Taiwan) – Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	Starcom MediaVest	Yahoo Asia Pacific, Zespri, CIGNA, Orbis	0.54		0.54
2	1	Carat	Moet Hennessy Diageo Digital, KMT, Mirco Bio	0.48		0.48
3	3	Vizeum	FunTown World	0.14		0.14
4	5	MEC	Liebherr, Sunsuivi, LG Household & Health care	0.13		0.13
5	4	OMD	KYMCO, Continental, Levi's Asia Pacific	0.12		0.12
6	6	PHD	Hotels.com Asia Pacific	0.02		0.02
7=	7=	ZenithOptimedia		0.00		0.00
7=	7=	MediaCom		0.00		0.00
7=	7=	Universal McCann		0.00		0.00
7=	7=	MPG		0.00		0.00
7=	7=	Maxus		0.00		0.00
7=	7=	Initiative		0.00		0.00
13	7=	Mindshare		0.00	Zespri	(0.15)

### CREATIVE AGENCIES

BBDO maintained top spot securing Knorr and Topax Water Heater. JWT was a close second with several confidential wins. TBWA jumped to third on the back of massive ANZ Asia Pacific win, making up the rest of the top four with DDB.

### MEDIA AGENCIES

Starcom moved to top spot on the back of Yahoo Asia Pacific and Zespri wins, followed by Carat. Vizeum and MEC made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

