

## Creative New Business League(Taiwan) – May 2010

<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>DDB</b>	Blizzard Entertainment, Miele, Wrigley	1.4		1.4
<b>2</b>	<b>3</b>	<b>Ogilvy</b>	IKEA, Cerebos, DIAN Rong	0.9		0.8
<b>3</b>	<b>2</b>	<b>Euro RSCG</b>	Berocca, Asia Pulp & Paper	0.6		0.6
<b>4=</b>	<b>5=</b>	<b>TBWA</b>	Unipresident / Soy Sauce, Henkel/Combat	0.2		0.2
<b>4=</b>	<b>4</b>	<b>McCann WorldGroup</b>	Japan Tobacco International	0.2		0.2
<b>6=</b>	<b>5=</b>	<b>Leo Burnett</b>	Taisun Enterprise Co., Ltd., HEY-SONG CORPORATION	0.1		0.1
<b>6=</b>	<b>5=</b>	<b>JWT</b>	USMEF	0.1		0.1
<b>8=</b>	<b>8=</b>	<b>Bates</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Grey Group</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>DraftFCB</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Y&amp;R</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Lowe</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Publicis</b>		0.0		0.0
<b>15</b>	<b>15</b>	<b>BBDO</b>	Modern Girl, Kose	0.4	Wrigley	<b>(0.6)</b>

## Media New Business Scoreboard(Taiwan) – May 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	2	Starcom MediaVest	Prudential, Yuen Foong Yu, Asia Pacific Telecom	0.5		0.5
3=	3=	ZenithOpti media	Nysco, Watson's , Bamansons Labs	0.3		0.3
3=	3=	MEC	Bureau of Energy, Ministry of Economic Affairs, TaiSalt	0.3		0.3
5=	3=	Vizeum	DFI Home Furnishings	0.2		0.2
5=	3=	Universal McCann	DeAgostini, AIA Asia Pacific, Burberry	0.2		0.2
7	7	Carat	AirAsia, DFI Home Furnishings Taiwan Limited, IKEA	0.3	Asia Pacific Telecom	0.1
8=	8=	MediaCom	Bolgarli	0.0		0.0
8=	8=	MPG		0.0		0.0
8=	8=	Initiative		0.0		0.0
8=	8=	Maxus	Shangri-la Asia Pacific	0.1	Burberry	(0.0)
12	12	OMD		0.0	Watson's	(0.1)
13	13	Mindshare	Farcent Enterprise, ChungHwa Post, Baush & Lamb	1.2	Nestle	(0.7)

### CREATIVE AGENCIES

DDB maintained the top position on the back of previous wins. Ogilvy snapped IKEA and moved to the second spot. Euro RSCG and TBWA made up the top four

### MEDIA AGENCIES

PHD and Starcom maintained the top positions on the back of previous win. ZenithOptimedia and MEC made up the top four

### METHODOLOGY

The R3 New Business League has been compiled each of the last 93 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.

