

Creative New Business League(Taiwan) –May 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	JTI, Knorr, Topax Water Heater	0.86		0.86
2	2	JWT		0.55		0.55
3=	3	TBWA	ANZ Asia Pacific	0.40		0.40
3=	4	DDB	Intel Asia Pacific, Manulife Financial	0.45	Michelin	0.40
5	15	Ogilvy	Taishin, Yoyo Card, Roche	0.31	Lenovo Asia Pacific	0.26
6	5	McCann WorldGroup	SinoPac Bank, City Chain Asia Pacific	0.09		0.09
7=	6=	Bates	Watsons OTC Cosmetics, AGV Milk	0.08		0.08
7=	6=	Euro RSCG	Bosch Brand Asia Pacific, Australian Macadamia Society, Housefun	0.23	Dulux Asia Pacific	0.08
9=	8=	Leo Burnett		0.05		0.05
9=	8=	Saatchi and Saatchi	Lenovo Asia Pacific	0.05		0.05
9=	8=	Publicis	LG Digital Asia Pacific	0.05		0.05
9=	8=	DraftFCB	Sunsuivi Rice	0.05		0.05
13=	12=	Grey Group		0.00		0.00
13=	12=	Y&R		0.00		0.00
13=	12=	Lowe		0.00		0.00

Media New Business League(Taiwan) – May2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Starcom MediaVest	Diageo, Yahoo Asia Pacific, Zespri, CIGNA	0.79	Kymco	0.69
2	2	Carat	Moet Hennessy Diageo Digital, KMT, Mirco Bio	0.48		0.48
3	5	MEC	Friendly Dog Entertainment, SET, Lady Emperor Cooperation	0.34		0.34
4	3=	Vizeum	FunTown World	0.21		0.21
5	3=	OMD	Huawei, jollywiz, Hotel.com	0.20		0.20
6	6	ZenithOptimedia	Omega, Fuji, Citibank	0.09		0.09
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=	9=	MediaCom		0.00		0.00
11=	9=	Maxus		0.00		0.00
13	13	Mindshare		0.00	Zespri	-0.20

CREATIVE AGENCIES

BBD0 stayed on top spot on the back of strong TaiShing Bank, followed by JWT. DDB picked up Intel Asia Pacific, and made up the rest of the top four with TBWA.

MEDIA AGENCIES

Starcom stayed on top spot on the back of strong CIGNA win and others, followed by Carat. MEC was fastest mover this month, securing Friendly Dog Entertainment. Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 105 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.

