

Creative New Business League(Taiwan) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	Oriet Life International, UPS Asia Pacific, Brand's, ViewSonic	2.5	DBS	2.0
2=	3	DDB	Skype BTL Asia Pacific, Pak Fah Yeow Manufacturing, Baskin-Robbins	0.9		0.9
2=	2	Euro RSCG	Dole, LG, DBS, USMEF (US Meat)	0.9		0.9
4	5	Bates	Vitalon, Taiwan Beer	0.7		0.7
5	4	TBWA	Audi - Full Series, Evertrust, Water Moon, Easy Card, Carrefour Telecom	0.6		0.6
6=	6=	JWT	Kelloggs Asia Pacific, Kuai Kuai Foods, Epson Asia Pacific	0.3		0.3
6=	11=	Grey Group	Allianz Asia Pacific, ESPN Star Sports Asia Pacific	0.3		0.3
8=	6=	Saatchi and Saatchi	Master Kong instant noodles	0.3	ESPN Star Sports Asia Pacific	0.2
8=	8=	DraftFCB	Ballentine's	0.2		0.2
8=	8=	Y&R	Nokia Digital Asia Pacific	0.2		0.2
11=	11=	Lowe		0.0		0.0
11=	11=	Publicis		0.0		0.0
11=	11=	McCann WorldGroup	Johnson & Johnson Medical	0.1	UPS Asia Pacific	0.0
14	8=	BBDO	Hanskin BB cream, Eastern Realty	0.3	Allianz Asia Pacific	(0.1)
15	15	Leo Burnett	Philippine Airlines Global	0.1	Kelloggs Asia Pacific	(0.2)

Media New Business Scoreboard(Taiwan) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Bionet, Lenovo, Far East Group	1.5	Nikon	1.4
2	2	Mindshare	Dyson, 3M, ChungHwa Post, Taiwan Water Corporation, Taiwan Power Company	2.0	Nestle	1.2
3	6	MPG	Hermes, Hyundai Asia Pacific, Symantec Asia Pacific	0.7	Swarovski Asia Pacific	0.7
4=	4	OMD	Johnson & Johnson Medical, Vizio TV, Golden Castle online game	1.0	Allianz Asia Pacific	0.6
4=	3	ZenithOptimedia	Disney Leisure, Nestle, Swarovski Asia Pacific, Qsquare	1.1	Hermes	0.6
6	5	Starcom MediaVest	OK Personal Loan, Peseo, Hyundai, Hanskin, MDH Haie Chain Store	0.4	Discovery	0.4
7	8=	MediaCom	Allianz Asia Pacific, Sino Cell Technologies, Taipei County Government	0.5	Nokia	0.2
8=	8=	Vizeum		0.1		0.1
8=	8=	PHD	HP (Asia Pacific)	0.1		0.1
8=	7	Universal McCann	Fracent, Min on line	0.2	UPS Asia Pacific	0.1
8=	11=	Maxus	UPS Asia Pacific	0.1		0.1
12	11=	Initiative		0.0		0.0
13	13	MEC	Ministry of Economic Affairs, TaiSalt, Gameflieger International Corporation	0.3	Taiwan High Speed Rail	(0.2)

CREATIVE AGENCIES

Ogilvy maintained the top position securing several wins including Oriet Life International. DDB, Euro RSCG and Bastes made up the top four.

MEDIA AGENCIES

Carat maintained the top position securing Bionet this month. Mindshare maintained the second place on the back of previous wins. MPG and OMD made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.

