

Creative New Business League(Taiwan) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	8=	DraftFCB	Nivea, SYM, Asus	2.1		2.1
2	1	DDB	Hoyu, Twinhead	2.1	Energizer	2.0
3	3	Euro RSCG	Unilever, Weilih	0.8		0.8
4=	2	TBWA	Micro Bio, Energizer, Unipresident Soy Sauce	1.0	Nivea	0.7
4=	4	Ogilvy	Pfizer, Canon, IKEA, Cerebos	0.9	Panadol	0.7
6	5	Leo Burnett	Symantec, Taiwan External Trade Development Council	0.4		0.4
7=	6=	McCann WorldGroup	JTI (Winston), Sinopac	0.2		0.2
7=	6=	JWT	FamilyMart CVS, Dominos Digital, USMEF	0.2		0.2
9=	8=	Bates		0.0		0.0
9=	8=	Saatchi and Saatchi		0.0		0.0
9=	8=	Grey Group		0.0		0.0
9=	8=	Y&R		0.0		0.0
9=	8=	Publicis		0.0		0.0
14	14	BBDO	AsiaRooms.com, JNJ Baby, Modern Girl , Kose	0.9	Wrigley	(0.1)
15	15	Lowe		0.0	JNJ Baby	(0.5)

Media New Business League(Taiwan) – Nov 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	Carat	Tiffany, Sony, Zynga digital, AirAsia	2.0	Asia Pacific Telecom	1.8
3	5=	ZenithOptimedia	Sanofi Aventis, Nysco, Watson's , Bamansons Labs	0.7	KHAM Ticket	0.6
4=	3=	MEC	Compal Communications, aPure, KHAM Ticket, Cosmos Bank	0.9	Sony	0.5
4=	3=	Starcom MediaVest	Prudential, Yuen Foong Yu, Asia Pacific Telecom	0.5		0.5
6	5=	Vizeum	DFI Home Furnishings	0.4		0.4
7	7	OMD	Mars, Vital Spa	0.4	Watson's	0.3
8=	9=	MediaCom	Bolgarli	0.0		0.0
8=	8	Universal McCann	DeAgostini, AIA Asia Pacific, Burberry	0.2	Tiffany	0.0
8=	9=	MPG		0.0		0.0
11	11	Maxus	Shangri-la Asia Pacific	0.1	Burberry	(0.0)
12	12	Initiative		0.0	Bayer	(0.1)
13	13	Mindshare	Taiwan Tobacco & Liquor Corporation, Lamigo International	1.5	AVON Digital	(0.5)

CREATIVE AGENCIES

DraftFCB jumped to the top of the table on the back of the Nivea Asia Pacific win and others. DDB was placed second, securing Hoyu and Twinhead. Euro RSCG stayed in third. TBWA and Ogilvy made up the rest of the top four.

MEDIA AGENCIES

The top two positions were unchanged this week, with PHD, through its strong Unilever win, in a leadership position, followed by Carat, which won R3-managed Tiffany Asia Pacific business. ZenithOptimedia moved to third on the back of Sanofi Aventis Asia Pacific win. MEC made up the rest of the top four, securing Compal Communications.

METHODOLOGY

The R3 New Business League has been compiled each of the last 98 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.

