

Creative New Business League(Taiwan) –November 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	Philips Asia Pacific, Nestlé	1.90	Lenovo Asia Pacific	1.85
2	2	BBDO	ExxonMobil Asia Pacific, VIBO Telecom	1.57		1.57
3	3	DDB	UTC Food Corporation, Johnson Health Technology, Burn Stewart Distillers	1.27	Philips Asia Pacific	0.77
4	4	Leo Burnett	Pfizer, China Airlines, Samsung Electronics Taiwan	0.74		0.74
5	5	JWT		0.58	Rimmel London Asia Pacific	0.49
6	6	Saatchi and Saatchi	Nan Shan Life Insurance, Lenovo Asia Pacific	0.25		0.25
7	8	Publicis	Merck OTC Brands Asia Pacific	0.24		0.24
8	9	Bates	Watsons OTC Cosmetics, AGV Milk	0.18		0.17
9	10	Euro RSCG	Industrial Technology Research Institute, Bosch Brand Asia Pacific, Australian Macadamia Society	0.25	Dulux Asia Pacific	0.10
10	7	TBWA	ANZ Asia Pacific	0.40	Mars Asia Pacific	0.05
11=	12=	Grey Group		0.00		0.00
11=	12=	Y&R		0.00		0.00
11=	12=	Lowe		0.00		0.00
14	11	McCann WorldGroup	SinoPac Bank, City Chain Asia Pacific	0.09	ExxonMobil Asia Pacific	(0.11)
15	15	DraftFCB	Sunsuivi Rice	0.05	SC Johnson Asia Pacific	(0.70)

Media New Business League(Taiwan) – November 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	Fidelity	1.54	Sony Ericsson Asia Pacific	1.24
2	2	Carat	Philips Asia Pacific	1.26	Fidelity	1.04
3	3	Starcom MediaVest	Samsung Digital Media Scope, Diageo, Yahoo Asia Pacific	0.83	Kymco	0.73
4	4	Vizeum	Nikon, FunTown World	0.56	Kymco	0.50
5	6	ZenithOptimedia	Lindt, Nan Shan Insurance, Kbro, Gomaji, Omega	0.49		0.49
6	5	OMD	Galderma	0.46	ExxonMobil Asia Pacific	0.36
7	8	PHD	Sony Ericsson Asia Pacific, Taiwan Sugar Corporation, Viewshow	0.28		0.28
8	7	Maxus	SC Johnson Asia Pacific	0.23		0.23
9	11	MediaCom	Revlon Asia Pacific	0.19		0.18
10	9	MPG	Q- Square, Hsinchu City World Expo- Taiwan Pavilion Planning, The Body Shop	0.09		0.09
11	10	Initiative	Palmer's, Action Electronic	0.06	Revlon Asia Pacific	0.01
12	12	Mindshare	AIA, CatchPlay	0.05	Zespri	(0.16)
13	13	Universal McCann	ExxonMobil Asia Pacific	0.23	SC Johnson Asia Pacific	(0.37)

CREATIVE AGENCIES

Ogilvy maintained on top spot with Philips Asia Pacific and Nestlé wins. BBDO was a close second, picking up ExxonMobil Asia Pacific new business. DDB and Leo Burnett made up the rest of the top four.

MEDIA AGENCIES

MEC kept on top spot with Fidelity win. Carat was a close second on the back of Philips Asia Pacific new business. Starcom and Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 111 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.

