

Creative New Business League(Taiwan) –October 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	UDN, Cerebos, Cathay Life Insurance, Aso Footwear	1.44	Lenovo Asia Pacific	1.39
2	2	BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific, JTI	1.27		1.27
3	3	DDB	UTC Food Corporation, Johnson Health Technology, Burn Stewart Distillers	1.27	Michelin	1.22
4	4	Leo Burnett	Pfizer, China Airlines, Samsung Electronics Taiwan	0.74		0.74
5	5	JWT		0.58	Rimmel London Asia Pacific, Burn Stewart Distillers	0.49
6	6	Saatchi and Saatchi	Nan Shan Life Insurance, Lenovo Asia Pacific	0.25		0.25
7	7	TBWA	ANZ Asia Pacific	0.40	Mars Asia Pacific	0.20
8	8	Publicis	Duracell , LG Digital Asia Pacific	0.19		0.19
9	11	Bates	Watsons OTC Cosmetics, AGV Milk	0.18		0.17
10	10	Euro RSCG	Industrial Technology Research Institute, Bosch Brand Asia Pacific, Australian Macadamia Society	0.25	Dulux Asia Pacific	0.10
11	9	McCann WorldGroup	SinoPac Bank, City Chain Asia Pacific	0.09		0.09
12=	12=	Grey Group		0.00		0.00
12=	12=	Y&R		0.00		0.00
12=	12=	Lowe		0.00		0.00
15	15	DraftFCB	Sunsuivi Rice	0.05	SC Johnson Asia Pacific	(0.70)

Media New Business League(Taiwan) –October 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	MEC	Kao, Mercuries Life Insurance, Biozyme	1.39	Sony Asia Pacific	1.14
2	1	Carat	Testrite Digital, 7 Eleven 7 Net	1.13		1.13
3	3	Starcom MediaVest	Samsung Digital Media Scope, Diageo, Yahoo Asia Pacific	0.83	Kymco	0.73
4	4	Vizeum	Nikon, FunTown World	0.55	Kymco	0.49
5	5	OMD	Sony Asia Pacific, Huawei, Jollywiz	0.45		0.45
6	6	ZenithOpti media	Lindt, Nan Shan Insurance, Kbro, Gomaji, Omega	0.42		0.42
7	7	Maxus	SC Johnson Asia Pacific	0.23		0.23
8	8	PHD	Fisheries Agency, Council of Agriculture, SC Johnson Asia Pacific, Hotels.com Asia Pacific	0.20		0.20
9	9	MPG	Q- Square, Hsinchu City World Expo- Taiwan Pavilion Planning, The Body Shop	0.09		0.09
10	11	Initiative	Palmer's, Action Electronic	0.06		0.06
11	10	MediaCom	Bank SinoPac, Pioneer Investments, EA Game, Asiarooms	0.06		0.05
12	12	Mindshare	AIA, CatchPlay	0.05	Zespri	(0.16)
13	13	Universal McCann	Bank SinoPac, O2+Life , Sinopac JV Card	0.13	SC Johnson Asia Pacific	(0.47)

CREATIVE AGENCIES

Ogilvy maintained on top spot, securing UDN, followed by BBDO. DDB picked up UTC Food Corporation, and made up the rest of the top four with Leo Burnett.

MEDIA AGENCIES

MEC moved up to top spot on the back of strong Kao, Mercuries Life Insurance and Biozyme wins. Carat dropped down to second. Starcom and Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 110 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.

