

## Creative New Business League(Taiwan) –September 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>2</b>	<b>Ogilvy</b>	Cerebos, Cathay Life Insurance, Aso Footwear	1.44	Lenovo Asia Pacific	1.39
<b>2</b>	<b>1</b>	<b>BBDO</b>	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific, JTI	1.27		1.27
<b>3</b>	<b>4</b>	<b>DDB</b>	Johnson Health Technology, Burn Stewart Distillers, Yomeishu Seizo	1.17	Michelin	1.12
<b>4</b>	<b>3</b>	<b>Leo Burnett</b>	Pfizer, China Airlines, Samsung Electronics Taiwan	0.74		0.74
<b>5</b>	<b>5</b>	<b>JWT</b>		0.57	Rimmel London Asia Pacific, Burn Stewart Distillers	0.48
<b>6</b>	<b>6</b>	<b>Saatchi and Saatchi</b>	Nan Shan Life Insurance, Lenovo Asia Pacific	0.25		0.25
<b>7</b>	<b>7</b>	<b>TBWA</b>	ANZ Asia Pacific	0.40	Mars Asia Pacific	0.20
<b>8</b>	<b>8</b>	<b>Publicis</b>	Duracell , LG Digital Asia Pacific	0.19		0.19
<b>9</b>	<b>9</b>	<b>McCann WorldGroup</b>	SinoPac Bank, City Chain Asia Pacific	0.09		0.09
<b>10</b>	<b>10</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific, Australian Macadamia Society, Housefun	0.23	Dulux Asia Pacific	0.08
<b>11</b>	<b>11</b>	<b>Bates</b>	Watsons OTC Cosmetics, AGV Milk	0.08		0.07
<b>12=</b>	<b>12=</b>	<b>Grey Group</b>		0.00		0.00
<b>12=</b>	<b>12=</b>	<b>Y&amp;R</b>		0.00		0.00
<b>12=</b>	<b>12=</b>	<b>Lowe</b>		0.00		0.00
<b>15</b>	<b>15</b>	<b>DraftFCB</b>	Sunsuivi Rice	0.05	SC Johnson Asia Pacific	(0.70)

# Media New Business League(Taiwan) –September 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Testrite Digital, 7 Eleven 7 Net	1.13		1.13
2	3	MEC	Kymco, Taichung Bank, Okura Hotels & Resorts	1.07	Sony Asia Pacific	0.82
3	2	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	10	MediaCom	Pioneer Investments, EA Game, Asiarooms	0.06		0.06
11	11	Initiative	Chunghwa Biomedical Technology Toothpaste, Qualcomm	0.02		0.02
12	12	Mindshare		0.00	Zespri	(0.20)
13	13	Universal McCann	O2+Life , Sinopac JV Card	0.12	SC Johnson Asia Pacific	(0.48)

## CREATIVE AGENCIES

Ogilvy moved up to top spot on the back of Cerebos, Cathay Life Insurance and Aso Footwear, followed by BBDO. DDB and Leo Burnett made up the rest of the top four.

## MEDIA AGENCIES

Carat maintained on top spot on the back of previous wins. MEC won Kymco and Taichung Bank new businesses, and jumped 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 109 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

