

## Creative New Business League(Taiwan) – Aug 2010

<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>1</b>	<b>DDB</b>	Blizzard Entertainment, Miele, Wrigley	1.7	Energizer	1.6
<b>2</b>	<b>2</b>	<b>Ogilvy</b>	IKEA, Cerebos, DIAN Rong	0.9		0.8
<b>3</b>	<b>3</b>	<b>Euro RSCG</b>	Berocca, Asia Pulp & Paper	0.7		0.7
<b>4</b>	<b>4</b>	<b>TBWA</b>	Energizer, Uni president Soy Sauce, Henkel Combat	0.4		0.4
<b>5=</b>	<b>5=</b>	<b>JWT</b>	Dominos Digital, USMEF	0.2		0.2
<b>5=</b>	<b>5=</b>	<b>McCann WorldGroup</b>	Japan Tobacco International	0.2		0.2
<b>7</b>	<b>7</b>	<b>Leo Burnett</b>	Taisun Enterprise, Hey-Song Corporation	0.1		0.1
<b>8=</b>	<b>8=</b>	<b>Bates</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Grey Group</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>DraftFCB</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Y&amp;R</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Publicis</b>		0.0		0.0
<b>14</b>	<b>15</b>	<b>BBDO</b>	JNJ Baby, Modern Girl, Kose	0.9	Wrigley	(0.1)
<b>15</b>	<b>14</b>	<b>Lowe</b>		0.0	JNJ Baby	(0.5)

## Media New Business Scoreboard(Taiwan) –Aug 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	Sony, AirAsia, IKEA	1.4	Asia Pacific Telecom	1.2
3	5=	MEC	KHAM Ticket, Cosmos Bank, Council for Culture Affairs	0.8		0.8
4	3	Starcom MediaVest	Prudential, Yuen Foong Yu, Asia Pacific Telecom	0.5		0.5
5	4	ZenithOpti media	Nysco, Watson's , Bamansons Labs	0.5	KHAM Ticket	0.4
6	5=	Vizeum	DFI Home Furnishings	0.3		0.3
7	7	Universal McCann	DeAgostini, AIA Asia Pacific, Burberry	0.2		0.2
8=	8=	MediaCom	Bolgarli	0.0		0.0
8=	8=	MPG		0.0		0.0
8=	8=	Initiative		0.0		0.0
8=	8=	Maxus	Shangri-la Asia Pacific	0.1	Burberry	(0.0)
12	12	OMD		0.0	Watson's	(0.1)
13	13	Mindshare	Kuai Kuai, Durex, Taiwan Tobacco & Liquor Corporation	1.2	Nestle	(0.7)

### CREATIVE AGENCIES

A relative quiet month, all agency ranks stayed the same.

### MEDIA AGENCIES

PHD maintained the top position on the back of Unilever win early this year. Carat also maintained the second place securing Sony account this month. MEC, snapped KHAM Ticket, and Starcom made up the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.

