

Creative New Business League(Taiwan) – July 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Blizzard Entertainment, Miele, Wrigley	1.4		1.4
2	2	Ogilvy	IKEA, Cerebos, DIAN Rong	0.9		0.8
3	3	Euro RSCG	Berocca, Asia Pulp & Paper	0.7		0.7
4	4	TBWA	Unipresident / Soy Sauce, Henkel/Combat	0.3		0.3
5=	5=	JWT	Dominos Digital, USMEF	0.2		0.2
5=	5=	McCann WorldGroup	Japan Tobacco International	0.2		0.2
7	7	Leo Burnett	Taisun Enterprise, Hey-Song Corporation	0.1		0.1
8=	8=	Bates		0.0		0.0
8=	8=	Saatchi and Saatchi		0.0		0.0
8=	8=	Grey Group		0.0		0.0
8=	8=	DraftFCB		0.0		0.0
8=	8=	Y&R		0.0		0.0
8=	8=	Publicis		0.0		0.0
14	8=	Lowe		0.0	JNJ Baby	0.0
15	15	BBDO	JNJ Baby, Modern Girl, Kose	0.4	Wrigley	(0.6)

Media New Business Scoreboard(Taiwan) –July 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	AirAsia, DFI Home Furnishings Taiwan Limited, IKEA	1.0	Asia Pacific Telecom	0.8
3	3	Starcom MediaVest	Prudential, Yuen Foong Yu, Asia Pacific Telecom	0.5		0.5
4	4=	ZenithOpti media	Nysco, Watson's , Bamansons Labs	0.4		0.4
5=	4=	MEC	Cosmos Bank, Council for Culture Affairs	0.3		0.3
5=	4=	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 quiet month for Taiwan, only BBDO took JNJ Baby out of Lowe through its global win.

MEDIA AGENCIES

No big shift and top agency ranks stayed the same.

METHODOLOGY

The R3 New Business League has been compiled each of the last 95 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.

