

Creative New Business League(Taiwan) – Sep 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	1.7	Energizer	1.6
2=	3	Euro RSCG	Unilever, Weilih	0.8		0.8
2=	2	Ogilvy	Pfizer, Canon, IKEA, Cerebos	0.9		0.8
4=	7	Leo Burnett	Taiwan External Trade Development Council, My humble house hospitality management consulting	0.4		0.4
4=	4	TBWA	Energizer, Unipresident Soy Sauce, Henkel Combat	0.4		0.4
6=	5=	JWT	FamilyMart CVS, Dominos Digital, USMEF	0.2		0.2
6=	5=	McCann WorldGroup	Coca-Cola (Coke Red), Japan Tobacco International	0.2		0.2
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	14	BBDO	JNJ Baby, Modern Girl , Kose	0.9	Wrigley	(0.1)
15	15	Lowe		0.0	JNJ Baby	(0.5)

Media New Business Scoreboard(Taiwan) –Sep 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	1.5	Asia Pacific Telecom	1.2
3	3	MEC	aPure, KHAM Ticket, Cosmos Bank	0.9		0.9
4	4	Starcom MediaVest	Prudential, Yuen Foong Yu, Asia Pacific Telecom	0.5		0.5
5=	5	ZenithOpti media	Nysco, Watson's , Bamansons Labs	0.5	KHAM Ticket	0.4
5=	6	Vizeum	DFI Home Furnishings	0.4		0.4
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
10=	8=	Maxus	Shangri-la Asia Pacific	0.1	Burberry	(0.0)
11=	12	OMD	Vital Spa	0.0	Watson's	(0.1)
11=	8=	Initiative		0.0	Bayer	(0.1)
13	13	Mindshare	Panasonic, Medialand Digi-tech., Kuai Kuai, Durex	1.4	Nestle	(0.5)

CREATIVE AGENCIES

DDB maintained the top position on the back of previous wins. Euro RSCG secured Unilever and Weilih, sharing the second position with Ogilvy. Leo Burnett jumped to the fourth place claiming with several wins including Taiwan External Trade Development Council and My humble house hospitality management consulting. TBWA shared the fourth place with Leo Burnett.

MEDIA AGENCIES

The top four agencies ranks stayed the same, only MEC won aPure.

METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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.

