

Creative New Business League(Taiwan) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	McCann WorldGroup	Sunstar Project, Shin Yeh, Taiwan Beer	1.50		1.50
2	13	DDB	Fidelity International, TAITRA, Taisun Wellness Division	1.74	Philips Asia Pacific	0.94
3	3	TBWA	Asus, Vichy, Lock & Lock	0.74		0.74
4	2	Ogilvy	Hotels.com, CTCB Project, Diageo's Singleton	1.17	HouseFun Digital	0.72
5	4	Leo Burnett	Coca-Cola Digital, Sinox Project, Nike	0.50		0.50
6	5	DraftFCB	Apure	0.15		0.15
7	8	JWT	FamilyMart Project, Sum's Auto	0.10		0.10
8=	6=	BBDO	Bionet Project	0.05		0.05
8=	6=	Lowe	Dunkin' Donuts	0.05		0.05
10=	9=	Bates		0.00		0.00
10=	9=	Euro RSCG		0.00		0.00
10=	9=	Grey Group		0.00		0.00
10=	9=	Y&R		0.00		0.00
14	14	Publicis		0.00		(0.25)
15	15	Saatchi and Saatchi		0.00		(0.60)

Media New Business League(Taiwan) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	Pixnet, Scoot, STARFiSH Concept International	1.41		1.41
2	2	Starcom MediaVest	Avon	1.04		1.03
3	3	Dentsu Media	Uniqlo, Visit Japan, Ministry of Finance	1.00		1.00
4	4	PHD	Highwealth Construction, Vmware, Architecture World	0.73		0.73
5	5	Vizeum	Subaru, FDA, 3M	0.67		0.67
6	6	Mindshare	AllianceBernstein, Takeda Pharmaceuticals, Taiwan Power Company	0.71	American Express	0.66
7	7	Carat	Pfizer Pharma, Sunsweet, Bank of Taiwan	0.53	SYM Product	0.29
8	8	ZenithOptimedia	American Express, AIA Insurance Digital, Sanofi Merial	0.23		0.23
9	9	Initiative	mes beaute, Hitachi Washing Machine, Forward Music	0.09		0.08
10	11	OMD	Apply Daily, Nissan, Home Box Office Project	0.20	HerBuy	0.05
11	10	Universal McCann	Dunkin' Donuts, Fairton 7 For All Mankind	0.04	AIA Insurance Digital	0.04
12	12=	MPG	Australian Macadamias	0.02		0.02
13	12=	Maxus		0.00		0.00
14	14	MediaCom		0.00	P&G Non TV	(0.53)

METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

