

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Leo Burnett	Allergan, Gogoro, Pfizer Biotech	2.32		2.32	7
2	2	Dentsu	Family Mart Project, Mitsubishi Electric, Rainbowfish Project	0.79		0.79	9
3	3	Saatchi & Saatchi	Acer	0.50		0.50	1
4-	4=	Ogilvy		0.00		0.00	0
4-	4=	Havas Worldwide		0.00		0.00	0
4-	4=	Lowe		0.00		0.00	0
4-	4=	FCB		0.00		0.00	0
4-	4=	DDB		0.00		0.00	0
4-	4=	Bates		0.00		0.00	0
4-	4=	Grey Group		0.00		0.00	0
4-	4=	Publicis		0.00		0.00	0
4-	4=	Y&R		0.00		0.00	0
4-	4=	TBWA		0.00		0.00	0
14	15	JWT		0.00	PepsiCo Foods	-0.01	0
15	16	McCann WorldGroup	Wyeth Project	0.08	Family Mart Project	-0.26	1
16	4=	BBDO		0.00	Technology Client	-0.80	0
						2.5	18

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	PHD	SC Johnson(Planning), Unilever(Search)	0.5		0.53	2
2	2	Dentsu Media	China Airline Project, KIMI Mobile Game Project	0.5		0.46	11
3	3	OMD	Asia Pacific Telecom	0.3		0.30	1
4	4	ZenithOptimedia	Nestle Digital, Swatch Group, Boscogen, Michael Vicent Entertainment	0.3	OGUMA	0.28	4
5	7=	MEC	IMC Advertising, Garena, Formosa Optical	0.3		0.27	3
6	5	Universal McCann	Taiwan Land Development Group Project, Addcn Project	0.2		0.23	6
7	6	Mindshare	Mos Burger	0.2		0.15	1
8	7=	MediaCom	Bose	0.1		0.10	1
9	9	Carat	Mitsui Outlet, Fidelity Investment, CooperVision	0.1	Orient EuroPharma	0.06	3
10	10	Vizeum	Panasonic, Democracy Progressive Party, Georg Jensen	0.3	Asia Pacific Telecom	0.04	7
11=	11=	Starcom MediaVest		0.0		0.00	0
11=	11=	Initiative		0.0		0.00	0
11=	11=	Havas Media		0.0		0.00	0
14	14	Maxus		0.0	SC Johnson(Planning)	-0.50	0
						1.9	39

METHODOLOGY

The R3 New Business League has been compiled each of the last 151 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.

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