

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	2	Ogilvy	Tiffany & Co., Mandale Project, Benzac project	1.08		1.08
2	1	McCann WorldGroup	Microsoft, Hotai Group Project, Haagen Dazs Project	1.07		1.07
3	5	Dentsu	Real Estate Client, Rakuten Project	0.54		0.49
4	4	Leo Burnett	Uni-President, The Banker Association of ROC Project	0.31		0.31
5	3	Lowe	FrieslandCampina	0.20		0.20
6=	7=	JWT		0.00		0.00
6=	7=	DraftFCB		0.00		0.00
6=	7=	DDB		0.00		0.00
6=	7=	Bates		0.00		0.00
6=	7=	Havas Worldwide		0.00		0.00
6=	7=	Grey Group		0.00		0.00
6=	7=	Publicis		0.00		0.00
6=	7=	Saatchi & Saatchi		0.00		0.00
6=	7=	BBD0		0.00		0.00
15	6	Y&R	Education Client	0.03	Microsoft CRM	(0.07)
16	21	TBWA		0.00	Milk Client	(0.30)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	2	Carat	Microsoft, Mondelez, Mastercard, Sigmua branding, Executive Yuan	1.58		1.58
2	3	MEC	Beiersdorf, ChenFull International, Kuen Chaang Uppertech	0.62	Tourism Client	0.57
3	1	Dentsu Media	Microbio, Puu Deng Pharma(TV), Loceryl(TV)	0.41		0.41
4	6	Starcom MediaVest	CIGNA Health Insurance Service Company	0.15		0.15
5	7	ZenithOptimedia	Lamour, Michael Kors, Erno Laszlo Digital	0.14		0.14
6	8	OMD	Ryo, Orbis, Fissler	0.08	Search Studio	0.04
7	9	MediaCom	Taishin Bank	0.03		0.03
8	5	Universal McCann	Tian-He-Shang, IGS Project	0.17	Microsoft	0.02
9	10	PHD	Audemars Pigeut	0.01		0.01
10=	11=	Havas Media		0.00		0.00
10=	11=	Initiative		0.00		0.00
10=	11=	Maxus		0.00		0.00
13	4	Vizeum	3M, Ministry of Health & Welfare	0.21	Beiersdorf	(0.04)
14	14	Mindshare		0.10	Sinopac	(0.21)

The R3 New Business League has been compiled each of the last 140 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.