

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan/ May 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	1	Ogilvy	Dynacom Project, Newland Project, Chinatrust Project	2.03		2.03
2	2	McCann WorldGroup	Taiwan Beer, Hotai Group Project, Haagen Dazs Project	1.11		1.11
3	3	Dentsu	Real Estate Client, Rakuten Project, Kinmen Kaoliang Liquor Project	0.60		0.55
4	4	Leo Burnett	Uni-President, The Banker Association of ROC Project	0.45		0.45
5	5	Lowe	FrieslandCampina	0.20		0.20
6=	6=	JWT		0.00		0.00
6=	6=	DraftFCB		0.00		0.00
6=	6=	DDB		0.00		0.00
6=	6=	Bates		0.00		0.00
6=	6=	Havas Worldwide		0.00		0.00
6=	6=	Grey Group		0.00		0.00
6=	6=	Publicis		0.00		0.00
6=	6=	Saatchi & Saatchi		0.00		0.00
6=	6=	BBD0		0.00		0.00
15	15	Y&R	Education Client	0.03	Microsoft CRM	(0.07)
16	16	TBWA		0.00	Milk Client	(0.30)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan/ May 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	1	Carat	Mondelez, Mastercard, Sigmua branding, Executive Yuan	1.58		1.58
2	2	MEC	Beiersdorf, ChenFull International, More Fun House	0.65	Tourism Client	0.60
3	3	Dentsu Media	GU, Microbio, Bio Jourdeness(TV), Loceryl(TV)	0.55		0.55
4	5	ZenithOptimedia	TCS Life Insurance, Lamour, Michael Kors, Erno Laszlo Digital	0.24		0.24
5	4	Starcom MediaVest	CIGNA Health Insurance Service Company	0.15		0.15
6	6	OMD	Ryo, Orbis, Fissler	0.18	Search Studio	0.14
7	13	Vizeum	udn Shopping, 3M, Ministry of Health & Welfare	0.31	Beiersdorf	0.06
8	7	MediaCom	Taishin Bank	0.03		0.03
9	8	Universal McCann	Tian-He-Shang, IGS Project	0.17	Microsoft	0.02
10	9	PHD	Audemars Pigeut	0.01		0.01
11=	10=	Havas Media		0.00		0.00
11=	10=	Initiative		0.00		0.00
11=	10=	Maxus		0.00		0.00
14	14	Mindshare		0.10	KYMCO Motorcycle	(0.24)

The R3 New Business League has been compiled each of the last 141 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.