

# 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	<b>Carat</b>	Mondelez, Mastercard, Sigmua branding, Executive Yuan	1.58		1.58
2	2	<b>MEC</b>	Beiersdorf, ChenFull International, More Fun House	0.65	Tourism Client	0.60
3	3	<b>Dentsu Media</b>	GU, Microbio, Bio Jourdeness(TV), Loceryl(TV)	0.55		0.55
4	5	<b>ZenithOptimedia</b>	TCS Life Insurance, Lamour, Michael Kors, Erno Laszlo Digital	0.24		0.24
5	4	<b>Starcom MediaVest</b>	CIGNA Health Insurance Service Company	0.15		0.15
6	6	<b>OMD</b>	Ryo, Orbis, Fissler	0.18	Search Studio	0.14
7	13	<b>Vizeum</b>	udn Shopping, 3M, Ministry of Health & Welfare	0.31	Beiersdorf	0.06
8	7	<b>MediaCom</b>	Taishin Bank	0.03		0.03
9	8	<b>Universal McCann</b>	Tian-He-Shang, IGS Project	0.17	Microsoft	0.02
10	9	<b>PHD</b>	Audemars Pigeut	0.01		0.01
11=	10=	<b>Havas Media</b>		0.00		0.00
11=	10=	<b>Initiative</b>		0.00		0.00
11=	10=	<b>Maxus</b>		0.00		0.00
14	14	<b>Mindshare</b>		0.10	KYMC0 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.