

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan/ June 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	Gigo, Johnson Massage Chair, Newland Project, Chinatrust Project	2.63		2.63
2	2	McCann WorldGroup	SinYi Realty, Taiwan Beer, Hotai Group Project, Haagen Dazs Project	1.44		1.44
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	0.52		0.52
5	6=	Havas Worldwide	THI Group Project	0.40		0.40
6	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=	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/ June 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>	Le Reve, Beiersdorf, ChenFull International, More Fun House, Alta moda cosmetics	0.70	Tourism Client	0.65
3	3	<b>Dentsu Media</b>	Okinawa Prefecture, United Arrows, Microbio, Bio Jourdeness(TV), Loceryl(TV)	0.58		0.58
4	4	<b>ZenithOptimedia</b>	Expedia.com, InFocus, Yamaha (Digital)	0.51		0.51
5	6	<b>OMD</b>	Coach, ShopBop, Life ABC	0.43	Search Studio	0.39
6	5	<b>Starcom MediaVest</b>	CIGNA Health Insurance Service Company	0.15		0.15
7	10	<b>PHD</b>	Chung Hsiang Foods, Audemars Piguet	0.06		0.06
8	8	<b>MediaCom</b>	Taishin Bank	0.03		0.03
9	9	<b>Universal McCann</b>	Tian-He-Shang, IGS Project	0.17	Microsoft	0.02
10=	11=	<b>Havas Media</b>		0.00		0.00
10=	11=	<b>Initiative</b>		0.00		0.00
10=	11=	<b>Maxus</b>		0.00		0.00
13	7	<b>Vizeum</b>	udn Shopping, 3M, Ministry of Health & Welfare	0.31	Beiersdorf	(0.12)
14	14	<b>Mindshare</b>		0.10	KYMC0 Motorcycle	(0.24)

The R3 New Business League has been compiled each of the last 142 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.