

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan/ July 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	2.71		2.71
2	2	McCann WorldGroup	CTBC Bank, Taiwan Beer, Hotai Group Project, Haagen Dazs Project	1.49		1.49
3	4	Leo Burnett	Uni-President, The Banker Association of ROC Project	0.62		0.62
4	3	Dentsu	Real Estate Client, Rakuten Project, Kinmen Kaoliang Liquor Project	0.60		0.55
5	5	Havas Worldwide	THI Group Project	0.40		0.40
6	6	Lowe	FrieslandCampina	0.20		0.20
7=	6=	JWT		0.00		0.00
7=	6=	DraftFCB		0.00		0.00
7=	6=	DDB		0.00		0.00
7=	6=	Bates		0.00		0.00
7=	6=	Grey Group		0.00		0.00
7=	6=	Publicis		0.00		0.00
7=	6=	Saatchi & Saatchi		0.00		0.00
7=	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/ July 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	Food Panda, Yeedon Enterprise, Gree	0.90	Tourism Client	0.85
3	3	Dentsu Media	GAMESOFA, Cathay Rasl Estate, Burger King	0.69		0.69
4	5	OMD	Hua Nan Bank, GoodTV, World Chocolate Wonderland	0.63	Search Studio	0.60
5	4	ZenithOptimedia	Expedia.com, InFocus, Yamaha (Digital)	0.51		0.51
6	6	Starcom MediaVest	CIGNA Health Insurance Service Company	0.15		0.15
7	7	PHD	Chung Hsiang Foods, Audemars Pigeut	0.06		0.06
8	8	MediaCom	Taishin Bank	0.03		0.03
9	9	Universal McCann	Tian-He-Shang, IGS Project	0.17	Microsoft	0.02
10=	10=	Havas Media		0.00		0.00
10=	10=	Initiative		0.00		0.00
10=	10=	Maxus		0.00		0.00
13	13	Vizeum	Chung Hsin textile, National Communication Committee Project	0.36	Beiersdorf	(0.06)
14	14	Mindshare		0.10	KYMC0 Motorcycle	(0.24)

The R3 New Business League has been compiled each of the last 143 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.