

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Leo Burnett	Heineken Brouwerijen Brand, Taiwan Lottery, General Mills Brand Project	2.53		2.53	12
2	4	McCann WorldGroup	Wyeth Project, Bonaqua water Project	0.98		0.98	4
3	2	Ogilvy	Singleton Project, i-part.com Project	0.90		0.90	3
4	3	Dentsu	Taiwan Tobacco & Liquor Corporation, Taiwan Tourism Bureau	1.06	Moet Hennessy	0.76	12
5-	5	Saatchi & Saatchi	Acer	0.50		0.50	1
5-	6=	Bates	Volkswagon	0.50		0.50	1
7-	6=	Havas Worldwide		0.00		0.00	0
7-	6=	Lowe		0.00		0.00	0
7-	6=	FCB		0.00		0.00	0
7-	6=	DDB		0.00		0.00	0
7-	6=	Grey Group		0.00		0.00	0
7-	6=	Publicis		0.00		0.00	0
7-	6=	Y&R		0.00		0.00	0
7-	6=	TBWA		0.00		0.00	0
15	15	JWT		0.00	PepsiCo Foods	-0.01	0
16	16	BBDO	Moet Hennessy	0.30	Technology Client	-0.50	1
						5.6	34

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Dentsu Media	KFC, Gungho, L'amour, KeyWear Project	1.1		1.12	21
2	2	PHD	SC Johnson(Planning), Unilever(Search)	0.9		0.86	5
3	6	Mindshare	BenQ, Simbalion, Mos Burger, Peugeot	0.7		0.70	5
4	5	Universal McCann	Valda Project, Miss Sofi Project, Silcon Power Project	0.4		0.36	17
5	3	OMD	Asia Pacific Telecom, Turkish Airlines	0.4	Watsons	0.35	2
6	4	ZenithOptimedia	Nestle Digital, Swatch Group, Boscogen, Michael Vicent Entertainment	0.3	L'amour	0.19	4
7	7	Carat	Gjun information, Taiwan Executive Yuan Project	0.3	Orient EuroPharma	0.19	8
8	8	MediaCom	Microbio, FANCL	0.2		0.15	3
9	9	MEC	Taiwan Beer, Madsugr, Hua-Nan Bank, IMC Advertising	0.4	Gjun information	0.08	9
10	10	Vizeum	Panasonic, Democracy Progressive Party, Georg Jensen	0.4	Asia Pacific Telecom	0.06	8
11-	11=	Havas Media		0.0		0.00	0
11-	11=	Starcom MediaVest		0.0	CHOYA	-0.03	0
11-	11=	Initiative		0.0	Turkish Airlines	-0.10	0
14	14	Maxus		0.0	SC Johnson(buying)	-0.59	0
						3.4	82

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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.

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