

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / July 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	McDonald's, Philip Morris, BenQ Project	2.83		2.83	17
2	2	McCann WorldGroup	FamilyMart Let's Cafe Project, Wyeth Project, Bonaqua water Project	1.58		1.58	6
3	3	Dentsu	Honda Project, Ajinomoto	1.34	Moet Hennessy	1.04	18
4	4	Ogilvy	China Auto Rental Project, SET Project, Who's Call Project	0.96		0.96	6
5	5=	Saatchi & Saatchi	Acer	0.50		0.50	1
6	5=	Bates	Volkswagon	0.50		0.47	1
7=	7=	Havas Worldwide		0.00		0.00	0
7=	7=	Lowe		0.00		0.00	0
7=	7=	DDB		0.00		0.00	0
7=	7=	Grey Group		0.00		0.00	0
7=	7=	Publicis		0.00		0.00	0
7=	7=	Y&R		0.00		0.00	0
13	15	JWT		0.00	PepsiCo Foods	-0.01	0
14	7=	TBWA		0.00	Ajinomoto	-0.03	0
15	7=	FCB		0.00	Pernord Ricard	-0.08	0
16	16	BBDO	Moet Hennessy	0.30	Tung Ho Steel	-0.59	1
						6.7	50

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / July 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	Pernod Ricard, Kaohsiung City Govt Project, Koram Game Project	1.3		1.30	29
2	3	Mindshare	Gloria Outlet, BenQ, Simbalion, Mos Burger, Peugeot	1.0		0.95	6
3	4	OMD	Asia Pacific Telecom, BKPM, Lebag	1.0	Watsons	0.91	5
4	2	PHD	SC Johnson(Planning), Unilever(Search)	0.9		0.86	5
5	7	Vizeum	Taiwan Beer, New Balance,Freshland foods	0.9	Asia Pacific Telecom	0.60	13
6	5	Universal McCann	Open Open Project, Valda Project, Miss Sofi Project	0.4		0.38	21
7	6	ZenithOptimedia	Nestle Digital, Swatch Group, Boscogen, Michael Vicent Entertainment	0.3	L'amour	0.19	4
8	8	MediaCom	Microbio, FANCL	0.2		0.15	3
9	9	Carat	Tung Ho Steel, Gjun information, Taiwan Executive Yuan Project	0.3	Pernod Ricard	0.13	9
10	10	MEC	TaiChung Bank, LUXASIA, Old Town White House, Laurel Corp	0.6	Ferrero	0.11	14
11	12	Starcom MediaVest		0.0	CHOYA	-0.03	0
12	13	Initiative		0.0	Turkish Airlines	-0.10	0
13	11	Havas Media		0.0		-0.43	0
14	14	Maxus		0.0	SC Johnson(buying)	-0.59	0
						4.4	109

METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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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