



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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, Kuaile Project	2.95		2.95	20
2	2	McCann WorldGroup	FamilyMart Let's Cafe Project, Wyeth Project, Bonaqua water Project	1.58		1.58	6
3	4	Ogilvy	JOMOO Project, China Auto Rental Project, SET Project	1.33		1.33	9
4	3	Dentsu	Mikimoto, Honda Project, Ajinomoto	1.37	Moet Hennessy	1.07	19
5	5	Saatchi & Saatchi	Acer	0.50		0.50	1
6	6	Bates	Volkswagon	0.50		0.47	1
7	13	JWT	Ministry of labor, Taishi Bank Project, Bionet Project	0.24	PepsiCo Foods	0.23	3
8-	7=	Havas Worldwide		0.00		0.00	0
8-	7=	Lowe		0.00		0.00	0
8-	7=	DDB		0.00		0.00	0
8-	7=	Grey Group		0.00		0.00	0
8-	7=	Publicis		0.00		0.00	0
8-	7=	Y&R		0.00		0.00	0
14	14	TBWA		0.00	Ajinomoto	-0.03	0
15	15	FCB		0.00	Pernord Ricard	-0.08	0
16	16	BBDO	Moet Hennessy	0.30	Tung Ho Steel	-0.59	1
						7.4	60

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	2	Mindshare	Mos Burger, Peugeot, Band Taiwan, MERZ, Nokia	1.5		1.50	9
2	1	Dentsu Media	Pernod Ricard, Kaohsiung City Govt Project, Koram Game Project	1.3		1.30	29
3	3	OMD	Asia Pacific Telecom, BKPM, Lebag	1.0	Watsons	0.91	5
4	4	PHD	SC Johnson(Planning), Unilever(Search)	0.9		0.86	5
5	5	Vizeum	Ministry of Health & Welfare, Taiwan Beer, New Balance.Freshland foods	1.0	Asia Pacific Telecom	0.67	14
6	6	Universal McCann	I-Want, Open Open Project, Valda Project, Miss Sofi Project	0.4		0.44	25
7	9	Carat	Supercell, NuAra Biotech, Yunnan Baiyao, Zara Online	0.6	Pernod Ricard	0.40	13
8	7	ZenithOptimedia	Scoot(SEM), Nestle Digital, Swatch Group, Boscogen, Michael Vicent Entertainment	0.3	L'amour	0.21	5
9	10	MEC	TaiChung Bank, LUXASIA, Old Town White House, The Assassin	0.6	Ferrero	0.14	18
10	11	Starcom MediaVest		0.1	CHOYA	0.08	1
11	8	MediaCom	Microbio, FANCL	0.2		0.05	3
12	12	Initiative		0.0	Turkish Airlines	-0.10	0
13	13	Havas Media		0.0		-0.43	0
14	14	Maxus		0.0	SC Johnson(buying)	-0.59	0
						5.4	127

METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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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