



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 2016

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=	Ogilvy	Taitra Computex Project, Gash Pay Project, Bravo Ideas Project	0.97		0.97	5
2	1=	McCann WorldGroup	Panasonic Air Condition Project	0.34		0.34	2
3-	1=	Leo Burnett		0.00		0.00	0
3-	1=	Dentsu		0.00		0.00	0
3-	1=	Saatchi & Saatchi		0.00		0.00	0
3-	1=	Bates		0.00		0.00	0
3-	1=	J Walter Thompson		0.00		0.00	0
3-	1=	Havas Worldwide		0.00		0.00	0
3-	1=	Mullen Lowe		0.00		0.00	0
3-	1=	DDB		0.00		0.00	0
3-	1=	Grey Group		0.00		0.00	0
3-	1=	Publicis		0.00		0.00	0
3-	1=	Y&R		0.00		0.00	0
3-	1=	TBWA		0.00		0.00	0
3-	1=	FCB		0.00		0.00	0
3-	1=	BBDO		0.00		0.00	0
						1.3	7

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 2016

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	Mindshare	FORD (digital), UPS, HOPE Foundation for Cancer Care	1.1		1.05	4
2	2	OMD	Tourism Bureau	0.8		0.80	2
3	3	PHD	Chunghwa Yellow Pages	0.5		0.50	1
4	4	Carat	Yahoo(Digital), QCT(Digital), DBS Bank(Digital)	0.3		0.27	5
5	5	MEC	Merry Spa	0.1		0.13	4
6-	6=	Dentsu Media		0.0		0.00	0
6-	6=	Vizeum		0.0		0.00	0
6-	6=	Starcom		0.0		0.00	0
6-	6=	Zenith		0.0		0.00	0
6-	6=	MediaCom		0.0		0.00	0
6-	6=	Initiative		0.0		0.00	0
6-	6=	Havas Media		0.0		0.00	0
6-	6=	Maxus		0.0		0.00	0
14	14	Universal McCann		0.0	Sony Pictures	-0.30	0
						2.4	16

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.