

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 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	Kimberly Clark, Uni-President Project, Applied Materials Project	1.76		1.76	12
2	2	McCann WorldGroup	Tiger Beer, Panasonic Air Condition Project, VICHY Project	0.51		0.51	4
3	3=	Leo Burnett	ChungHwa Telecom, Samsung Electronics, Yung Sheng Optical Project	0.22		0.22	8
4	3=	J Walter Thompson	Taishi Banks Project	0.13		0.13	1
5-	3=	Dentsu		0.00		0.00	0
5-	3=	Saatchi & Saatchi		0.00		0.00	0
5-	3=	Bates		0.00		0.00	0
5-	3=	Havas Worldwide		0.00		0.00	0
5-	3=	Mullen Lowe		0.00		0.00	0
5-	3=	DDB		0.00		0.00	0
5-	3=	Grey Group		0.00		0.00	0
5-	3=	Publicis		0.00		0.00	0
5-	3=	Y&R		0.00		0.00	0
5-	3=	TBWA		0.00		0.00	0
5-	3=	FCB		0.00		0.00	0
5-	3=	BBDO		0.00		0.00	0
						2.6	25

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 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	IT Client	0.3		0.28	8
5	6=	MediaCom	Taishin Financial Holdings, Volkswagen AG(Digital)	0.2		0.20	2
6	5	MEC	Merry Spa, Wowing Movie, He-Yu Marketing	0.2		0.16	6
7	6=	Zenith	Bio Essence	0.1		0.10	1
8=	6=	Dentsu Media		0.0		0.00	0
8=	6=	Vizeum		0.0		0.00	0
8=	6=	Starcom		0.0		0.00	0
8=	6=	Initiative		0.0		0.00	0
8=	6=	Havas Media		0.0		0.00	0
8=	6=	Maxus		0.0		0.00	0
14	14	Universal McCann		0.0	Sony Pictures	-0.30	0
						2.8	24

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.