

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	Fubon Financial Project, Kimberly Clark, EFG Bank Project	2.74		2.74	23
2	2	McCann WorldGroup	Tiger Beer, Panasonic Air Condition Project, Adidas Project	1.18		1.18	10
3	4	Dentsu	Government Client	1.17		1.17	20
4	3	Grey Group	GSK	0.40		0.40	1
5	5	Leo Burnett	Bridgestone Project, ChungHwa Telecom, Samsung Electronics	0.32		0.32	12
6	6	Y&R	Car Client	0.20		0.20	1
7	7	J Walter Thompson	Taishi Banks Project	0.13		0.13	1
8	8	Saatchi & Saatchi	GSK	0.04		0.04	1
9-	9=	Bates		0.00		0.00	0
9-	9=	Havas Worldwide		0.00		0.00	0
9-	9=	Mullen Lowe		0.00		0.00	0
9-	9=	DDB		0.00		0.00	0
9-	9=	Publicis		0.00		0.00	0
9-	9=	TBWA		0.00		0.00	0
9-	9=	FCB		0.00		0.00	0
9-	9=	BBDO		0.00		0.00	0
						6.2	69

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	Shin Kong Mitsukoshi, Lays FPC IMC Project, Pegavision	1.7		1.72	9
2	2	OMD	Tourism Bureau, Machine Zone	1.4	Tourism Australia	1.27	5
3	3	PHD	Volkswagen, Chunghwa Yellow Pages, SCA	1.2		1.20	3
4	8	Dentsu Media	Internet Client	0.7	Disney Project	0.65	34
5	4	Initiative	Suntory Cerebos	0.5		0.47	1
6-	7	Vizeum	Business Service Client	0.5		0.45	6
6-	5	MediaCom	P&G SK-II, Under Armor, Volkswagen AG(Digital)	1.0	Volkswagen	0.45	4
8	6	Zenith	Bio Essence, Money101, TAITRA(SEO)	0.4		0.43	4
9	9	MEC	Memebox, AURORA, Paseotaiwan, Blackmores, Cros Music	0.3	JP Morgan	0.19	17
10	10	Havas Media	Shiseido Project	0.0		0.03	2
11	11	Maxus		0.0		0.00	0
12	12	Carat	DYACO	0.6	SCA	-0.14	25
13	13	Universal McCann	KKBOX(Digital +TV), Disney Project, IWPlay World(TV), Gameflir(TV)	0.2	Sony Pictures	-0.16	6
14	14	Starcom	JP Morgan, Herbalife	0.2	P&G SK-II	-0.50	3
						6.1	119

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.