

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 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	Allergan, Gogoro, Pfizer Biotech, Electrolux Project	2.39		2.39	9
2	4=	Ogilvy	Singleton Project, i-part.com Project	0.90		0.90	3
3	2	Dentsu	Taiwan Tobacco & Liquor Corporation, Taiwan Tourism Bureau	1.06	Moet Hennessy	0.76	12
4	15	McCann WorldGroup	Wyeth Project	0.68		0.68	3
5	3	Saatchi & Saatchi	Acer	0.50		0.50	1
6-	4=	Havas Worldwide		0.00		0.00	0
6-	4=	Lowe		0.00		0.00	0
6-	4=	FCB		0.00		0.00	0
6-	4=	DDB		0.00		0.00	0
6-	4=	Bates		0.00		0.00	0
6-	4=	Grey Group		0.00		0.00	0
6-	4=	Publicis		0.00		0.00	0
6-	4=	Y&R		0.00		0.00	0
6-	4=	TBWA		0.00		0.00	0
15	14	JWT		0.00	PepsiCo Foods	-0.01	0
16	16	BBDO	Moet Hennessy	0.30	Technology Client	-0.50	1
						4.7	29

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 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	Dentsu Media	KFC, Gbomb Games, Watsons, Taipei Marriott Hotel	0.9		0.86	16
2	1	PHD	SC Johnson(Planning), Unilever(Search)	0.7		0.68	3
3	3	OMD	Asia Pacific Telecom, Turkish Airlines	0.4	Watsons	0.35	2
4	4	ZenithOptimedia	Nestle Digital, Swatch Group, Boscogen, Michael Vicent Entertainment	0.3	OGUMA	0.28	4
5	6	Universal McCann	Taiwan Land Development Group Project, Addcn Project	0.3		0.26	11
6	7	Mindshare	Mos Burger	0.3		0.25	2
7	9	Carat	Taiwan Executive Yuan Project, Mitsui Outlet, CooperVision	0.2	Orient EuroPharma	0.18	8
8	8	MediaCom	Microbio, FANCL	0.2		0.15	3
9	5	MEC	Hua-Nan Bank, IMC Advertising, Garena, Formosa Optical	0.3	KFC	0.07	4
10	10	Vizeum	Panasonic, Democracy Progressive Party, Georg Jensen	0.3	Asia Pacific Telecom	0.04	7
11=	11=	Havas Media		0.0		0.00	0
11=	11=	Starcom MediaVest		0.0	CHOYA	-0.03	0
11=	11=	Initiative		0.0	Turkish Airlines	-0.10	0
14	14	Maxus		0.0	SC Johnson(Planning)	-0.50	0
						2.5	60

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 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.

For more details please write to greg@rthree.com