

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Oct 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	China Airline, McDonald's, Philip Morris, BenQ Project, Kuaile Project	3.60		3.30	24
2	2	Ogilvy	Wyeth Project, Broadlink Project, firstp2p.com Project	2.84		2.84	15
3	3	McCann WorldGroup	CTBC Credit Card Project, FamilyMart Let's Café Project, Wveth Project	1.68		1.68	8
4	4	Dentsu	Bausch & Lomb, Oyatsu Company, Asahi Kasei Project, Mikimoto	1.61	Moet Hennessy	1.31	25
5	5	Saatchi & Saatchi	Acer	0.50		0.50	1
6	6	Bates	Volkswagon	0.50		0.47	1
7	7	J Walter Thompson	Taishi Bank Project, Ministry of labor, Taishi Bank Project	0.31	Bausch & Lomb	0.23	4
8=	8=	Havas Worldwide		0.00		0.00	0
8=	8=	Mullen Lowe		0.00		0.00	0
8=	8=	DDB		0.00		0.00	0
8=	8=	Grey Group		0.00		0.00	0
8=	8=	Publicis		0.00		0.00	0
8=	8=	Y&R		0.00		0.00	0
14	14	TBWA		0.00	Ajinomoto	-0.05	0
15	15	FCB		0.00	Pernord Ricard	-0.08	0
16	16	BBDO	Moet Hennessy	0.30	Tung Ho Steel	-0.59	1
						9.6	79

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Oct 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	Mindshare	Mos Burger, Peugeot, Band Taiwan, MERZ, ipart	1.6		1.55	10
2	2	Dentsu Media	Pernod Ricard, Eva Air Project, FJ Italian Life Store Project	1.4		1.36	32
3	4	PHD	Diamond VDM, SC Johnson(Planning), Unilever(Search)	1.0		0.96	6
4	3	OMD	Asia Pacific Telecom, BKPM, Lebag	1.0	Watsons	0.91	5
5	5	Vizeum	Ministry of Health & Welfare, Taiwan Beer, New Balance, Freshland foods	1.0	Asia Pacific Telecom	0.67	14
6	7	Carat	House Foods, Supercell, NuAra Biotech, Yunnan Baiyao, Zara Online	0.6	Pernod Ricard	0.46	15
7	6	Universal McCann	I-Want, Open Open Project, Valda Project, Miss Sofi Project	0.4		0.44	25
8	9	MEC	Suncue, TaiChung Bank, LUXASIA, BWT, Modere	0.7	Ferrero	0.22	22
9	8	ZenithOptimedia	Scoot(SEM), Nestle Digital, Swatch Group, Boscogen, Michael Vicent Entertainment	0.3	L'amour	0.21	5
10	11	MediaCom	Microbio, FANCL, Shiseido	0.2		0.10	4
11	10	Starcom MediaVest		0.1	CHOYA	0.08	1
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
						5.8	139

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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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