



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 2017

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	McCann WorldGroup	Audi, Hunya, Hotai Group Project	1.05		1.05	3
2	2	Ogilvy	Wei-Chuan Taiwan Project, Shangtu Wine Project, Transglobe Life Project	0.75		0.75	5
3	4	Dentsu	Alcohol Client	0.68		0.68	7
4	3	Leo Burnett	NCIP INC Project, Chung Hwa Telecom Project	0.64	Retail Client	0.44	6
5-	5=	Bates		0.00		0.00	0
5-	5=	BBDO		0.00		0.00	0
5-	5=	DDB		0.00		0.00	0
5-	5=	FCB		0.00		0.00	0
5-	5=	Grey Group		0.00		0.00	0
5-	5=	Havas Worldwide		0.00		0.00	0
5-	5=	J Walter Thompson		0.00		0.00	0
5-	5=	MullenLowe Group		0.00		0.00	0
5-	5=	Publicis		0.00		0.00	0
5-	5=	Saatchi & Saatchi		0.00		0.00	0
5-	5=	TBWA		0.00		0.00	0
5-	5=	Y&R		0.00		0.00	0
						2.9	21

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 2017

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	FMCG Client	1.1	Kwang Yang Moto	0.69	1
2	7	Dentsu Media	Government Client	0.7	Manufacture Client	0.69	11
3	2	Carat	Standard Chartered Bank	0.4		0.44	17
4	4	MEC	Zuellig Pharma, Rakuten, Vitalon-Ochaen	0.3	Finance Client	0.20	9
5	3	Vizeum	Pairs, OPAL Cosmetics, Transitions	0.2		0.19	7
6	5	Universal McCann	IT Client	0.1		0.14	2
7	14	OMD	Kwang Yang Moto, Algapharma Biotech Project, Lobsang Project	0.2	Standard Chartered Bank	0.13	4
8	6	PHD	Spotify Project, HP(digital)	0.1		0.05	2
9-	8=	Havas Media		0.0		0.00	0
9-	8=	Initiative		0.0		0.00	0
9-	8=	Maxus		0.0		0.00	0
9-	8=	MediaCom		0.0		0.00	0
9-	8=	Starcom		0.0		0.00	0
9-	8=	Zenith		0.0		0.00	0
						2.5	53

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.