



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 2018

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	Timberland Project, I-primo Project	3.00		3.00	11
2	4	McCann WorldGroup	Vichy Cosmetics, OPPO Project	0.64		0.64	2
3	2	J Walter Thompson	Galilee Travel Agency, Benesse Project , Simple Mart	0.37		0.37	5
4	3	Publicis	BNPP Cardif Project	0.33		0.33	2
5	7	Leo Burnett	PC Home Project, SSD Project, LAOMANOODLE Project	0.19		0.19	5
6	5	Grey Group	Bose	0.05		0.05	1
7	6	Dentsu	Manufacture Client	0.04		0.04	1
8=	8=	FCB		0.00		0.00	0
8=	8=	Bates		0.00		0.00	0
8=	8=	DDB		0.00		0.00	0
8=	8=	Havas Worldwide		0.00		0.00	0
8=	8=	MullenLowe Group		0.00		0.00	0
8=	8=	Saatchi & Saatchi		0.00		0.00	0
8=	8=	Y&R		0.00		0.00	0
15	15	BBDO		0.00	Campbell Soup	-0.20	0
16	16	TBWA		0.00	Vichy Cosmetics	-0.30	0
						4.1	27



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 2018

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	Carat	Watsons, Diageo, Pizza Hut, Unipresident_His Café Strategy	0.97	Heineken (Social)	0.93	19
2	2	Mindshare	FMCG client	0.53	Che Tai International	0.50	2
3	3	Zenith	IQYI, Laneige (Amorepacific Group), Easy Rent (Toyota) Project	0.42		0.40	3
4	4	OMD	Nintendo Project, Ching Yeh Paint	0.24		0.24	2
5	5	Starcom	Aberdeen Asset Management, Shopee Project, Porter	0.23	FMCG client	0.14	5
6	9=	Initiative	SZN Entertainment Project	0.05		0.05	1
7	6	Vizeum	Government Client	0.04		0.04	3
8	7	MediaCom	Bose	0.03		0.03	1
9	8	Universal McCann	IT Client	0.02		0.02	1
10	9=	GroupM		0.00		0.00	0
11	11	Havas Media		0.00	Laneige (Amorepacific Group)	-0.10	0
12	12	Wavemaker	Electrolux, Samsonite, Santen, Shopee Project,Garena Project	0.13	Campbell Soup	-0.13	8
13	14	dentsu X	Car Client	0.38	Car Client	-0.17	13
14	13	PHD		0.00	Watsons	-0.27	0
						1.7	58

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.