



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 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	Kimberly Clark, Uni-President Project, Gionee Project	2.06		2.06	13
2	2	McCann WorldGroup	Tiger Beer, Panasonic Air Condition Project, Adidas Project	0.57		0.57	5
3	3	Leo Burnett	ChungHwa Telecom, Samsung Electronics, Yung Sheng Optical Project	0.25		0.25	10
4	5=	Y&R	Car Client	0.20		0.20	1
5	4	J Walter Thompson	Taishi Banks Project	0.13		0.13	1
6-	5=	Dentsu		0.00		0.00	0
6-	5=	Saatchi & Saatchi		0.00		0.00	0
6-	5=	Bates		0.00		0.00	0
6-	5=	Havas Worldwide		0.00		0.00	0
6-	5=	Mullen Lowe		0.00		0.00	0
6-	5=	DDB		0.00		0.00	0
6-	5=	Grey Group		0.00		0.00	0
6-	5=	Publicis		0.00		0.00	0
6-	5=	TBWA		0.00		0.00	0
6-	5=	FCB		0.00		0.00	0
6-	5=	BBDO		0.00		0.00	0
						3.2	30

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 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	2	OMD	Tourism Bureau, Machine Zone	1.4		1.35	4
2	1	Mindshare	Takeda, FORD (digital), UPS, HOPE Foundation for Cancer Care	1.3		1.25	5
3	5	MediaCom	P&G SK-II, Taishin Financial Holdings, Volkswagen AG(Digital)	0.9		0.90	3
4	3	PHD	Chunghwa Yellow Pages, SCA	0.7		0.70	2
5	8=	Initiative	Suntory Cerebos	0.5		0.47	1
6	7	Zenith	Bio Essence, Money101	0.2		0.16	2
7	8=	Vizeum	Business Service Client	0.1		0.09	2
8	8=	Dentsu Media	Internet Client	0.0		0.05	1
9	6	MEC	Merry Spa, Wowing Movie, He-Yu Marketing	0.2	JP Morgan	0.01	6
10=	8=	Havas Media		0.0		0.00	0
10=	8=	Maxus		0.0		0.00	0
12	14	Universal McCann		0.0	Sony Pictures	-0.30	0
13	4	Carat	DYACO	0.3	SCA	-0.35	11
14	8=	Starcom	JP Morgan, Herbalife	0.2		-0.48	3
						3.8	40

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.