



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	Leo Burnett	Unilever Project, Playart Project, NCIP INC Project	2.75	Retail Client	2.55	9
2	2	Ogilvy	Pizza Hut, iSee Taiwan Foundation, ishansong Project, Uni President Soya Project	2.22		2.22	16
3	3	McCann WorldGroup	Audi, Hunya, Hotai Group Project	1.05		1.05	3
4	4	Dentsu	Alcohol Client	0.99		0.99	8
5	5	Publicis	Lay's Project, Nestle	0.21		0.21	3
6-	6=	Bates		0.00		0.00	0
6-	6=	BBDO		0.00		0.00	0
6-	6=	DDB		0.00		0.00	0
6-	6=	FCB		0.00		0.00	0
6-	6=	Grey Group		0.00		0.00	0
6-	6=	Havas Worldwide		0.00		0.00	0
6-	6=	J Walter Thompson		0.00		0.00	0
6-	6=	MullenLowe Group		0.00		0.00	0
6-	6=	Saatchi & Saatchi		0.00		0.00	0
6-	6=	TBWA		0.00		0.00	0
6-	6=	Y&R		0.00		0.00	0
						7.0	39

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	GroupM	LVMH	1.0		1.00	1
2	3	dentsu X	Government Client	1.0	Manufacture Client	0.96	21
3	6	MediaCom	PSA Group	0.7		0.70	2
4	4	Carat	Standard Chartered Bank	0.6		0.61	26
5	5	Mindshare	Diageo	1.5	Chanel	0.51	3
6	7	Vizeum	Merial (digital), Pairs, OPAL Cosmetics, Transitions	0.3		0.30	10
7	2	Wavemaker	Chanel, Kimberly-Clark, Pfizer Consumer Health	1.1	Michelin	0.29	16
8	8	Universal McCann	OXON Game studio (Digital & OOH), Pro360 digital, GRAVITY TV	0.2		0.19	7
9	9	OMD	Siam Entertainment Project , Test Rite Retail Project, Kwang Yang Moto	0.2	Standard Chartered Bank	0.14	6
10	10	Havas Media	Emirates, Michelin	0.1		0.08	2
11	11	PHD	Spotify Project, HP(digital)	0.1		0.05	2
12	12=	Initiative		0.0		0.00	0
13	12=	Starcom		0.0	Richemont APAC	-0.20	0
14	14	Zenith	Estee Lauder	0.6	LVMH	-0.47	1
						4.2	97

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.