



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Dec 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 | Sino Diamond Project, China Airline, McDonald's, Philip Morris, Qihu | 4.13 | | 3.83 | 29 |
| 2 | 2 | Ogilvy | OK Bank Project, OrangeBear Design Project, Wyeth Project | 3.51 | | 3.51 | 18 |
| 3 | 3 | McCann WorldGroup | CTBC Credit Card Project, FamilyMart Let's Café Project, Wyeth Project | 1.68 | | 1.68 | 8 |
| 4 | 4 | Dentsu | Bausch & Lomb, Oyatsu Company, Asahi Kasei Project, Mikimoto | 1.76 | Moet Hennessy | 1.46 | 28 |
| 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 |
| | | | | | | 11.0 | 90 |

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Dec 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 | 2 | Mindshare | Nippon Paint, Online Net, Shushing | 2.5 | | 2.35 | 14 |
| 2 | 1 | PHD | Unilever, Diamond VDM, SC Johnson(Planning) | 2.0 | | 1.96 | 7 |
| 3 | 7 | Universal McCann | I-Want, Open Open Project, Valda Project, Miss Sofi Project | 1.5 | | 1.54 | 27 |
| 4 | 3 | Dentsu Media | Pernod Ricard, Eva Air Project, FJ Italian Life Store Project | 1.4 | | 1.36 | 32 |
| 5 | 5 | Vizeum | Ministry of Health & Welfare, Taiwan Beer, New Balance, Freshland foods | 1.1 | Asia Pacific Telecom | 0.77 | 15 |
| 6 | 11 | Starcom MediaVest | | 0.7 | CHOYA | 0.68 | 3 |
| 7 | 6 | Carat | House Foods, Supercell, NuAra Biotech, Yunnan Baiyao, Zara Online | 0.7 | Pernod Ricard | 0.55 | 19 |
| 8 | 9 | ZenithOptimedia | Scoot(SEM), Nestle Digital, Swatch Group, Boscogen, Michael Vicent Entertainment | 0.4 | L'amour | 0.26 | 6 |
| 9 | 8 | MEC | N.V Group, M.L Group, Suncue, TaiChung Bank, LUXASIA | 0.9 | Ferrero | 0.12 | 29 |
| 10 | 10 | MediaCom | Microbio, FANCL, Shiseido | 0.2 | | 0.10 | 4 |
| 11 | 12 | Initiative | | 0.0 | Turkish Airlines | -0.10 | 0 |
| 12 | 4 | OMD | Jourdeness, Asia Pacific Telecom, BKPM, Lebag | 1.1 | Watsons | -0.29 | 6 |
| 13 | 13 | Havas Media | | 0.0 | | -0.43 | 0 |
| 14 | 14 | Maxus | | 0.0 | SC Johnson(buying) | -0.59 | 0 |
| | | | | | | 8.3 | 162 |

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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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