



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Dec 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	King Car Food, Kimberly Clark, Nestle Project	3.08		3.08	28
2	2	McCann WorldGroup	Totole, Tiger Beer, Adidas Project, THSR Project	1.66		1.66	13
3	3	Dentsu	Government Client	1.38		1.38	28
4	4	Leo Burnett	Bridgestone Project, ChungHwa Telecom, Samsung Electronics	1.02		1.02	16
5	5	Grey Group	GSK	0.40		0.40	1
6	9=	Publicis	Ogawa Project, ChungHwa Telecom	0.23		0.23	2
7	6	Y&R	Car Client	0.20		0.20	1
8	7	J Walter Thompson	Taishi Banks Project	0.13		0.13	1
9	8	Saatchi & Saatchi	GSK	0.04		0.04	1
10=	9=	Bates		0.00		0.00	0
10=	9=	Havas Worldwide		0.00		0.00	0
10=	9=	Mullen Lowe		0.00		0.00	0
10=	9=	DDB		0.00		0.00	0
10=	9=	TBWA		0.00		0.00	0
10=	9=	FCB		0.00		0.00	0
10=	9=	BBDO		0.00		0.00	0
						8.1	91

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Dec 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	Zenith	21st Century Fox, Bio Essence, Money101, TAITRA(SEO)	1.9		1.84	8
2	3	Dentsu Media	Internet Client	1.6	Disney Project	1.62	43
3	1	Mindshare	Tip Top, Indigo, Expedia, Shin Kong Mitsukoshi(Digital), Pegavision	1.6		1.59	17
4	4	OMD	Tourism Bureau, Machine Zone, Bausch & Lomb(Buying)	1.4	Tourism Australia	1.37	6
5	5	PHD	Volkswagen, First Financial Holding Project, Spotify Project	1.2		1.22	6
6	6	Initiative	Suntory Cerebos	0.5		0.47	1
7-	7	Vizeum	Business Service Client	0.5		0.45	6
7-	8	MediaCom	P&G SK-II, Under Armor, Volkswagen AG(Digital)	1.0	Volkswagen	0.45	4
9	9	MEC	Twilight World, Yomeishu, Jon-Ben Bio, Harry Winston	0.5	JP Morgan	0.35	26
10	10	Carat	DYACO	0.9	SCA	0.16	45
11	11	Havas Media	Shiseido Project	0.0		0.03	2
12	12	Maxus		0.0		0.00	0
13	13	Universal McCann	KKBOX(Digital +TV), Disney Project, IWPlay World(TV), Gameflir(TV)	0.1	Sony Pictures	-0.26	5
14	14	Starcom	JP Morgan, Herbalife	0.2	P&G SK-II	-0.50	3
						8.8	172

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.