



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 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	McCann WorldGroup	Audi, Hunya, Hotai Group Project	1.05		1.05	3
2	3	Ogilvy	Fuh Hwa Securities Project, Shangtu Wine Project, Transglobe Life Project	0.71		0.71	4
3	4	Leo Burnett	ChungHwa Telecom Project, UBS Pproject	0.09		0.09	2
4	2	Dentsu	Alcohol Client	0.09		0.09	1
5-	5=	Bates		0.00		0.00	0
5-	5=	BBDO		0.00		0.00	0
5-	5=	DDB		0.00		0.00	0
5-	5=	FCB		0.00		0.00	0
5-	5=	Grey Group		0.00		0.00	0
5-	5=	Havas Worldwide		0.00		0.00	0
5-	5=	J Walter Thompson		0.00		0.00	0
5-	5=	Mullen Lowe		0.00		0.00	0
5-	5=	Publicis		0.00		0.00	0
5-	5=	Saatchi & Saatchi		0.00		0.00	0
5-	5=	TBWA		0.00		0.00	0
5-	5=	Y&R		0.00		0.00	0
						1.9	10



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 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	Mindshare	HeySong (FIN)	1.1		1.05	1
2	2	Carat	Standard Chartered Bank	0.4		0.39	13
3	4	PHD	Spotify Project, HP(digital)	0.1		0.05	2
4	5=	Dentsu Media	Government Client	0.1	Manufacture Client	0.03	1
5	5=	Vizeum	Retail Client	0.0		0.02	1
6-	5=	Havas Media		0.0		0.00	0
6-	5=	Initiative		0.0		0.00	0
6-	5=	Maxus		0.0		0.00	0
6-	5=	MediaCom		0.0		0.00	0
6-	5=	Starcom		0.0		0.00	0
6-	5=	Universal McCann		0.0		0.00	0
6-	5=	Zenith		0.0		0.00	0
13	3	MEC	Avon Sponsorship&Content, Swatch	0.0	Finance Client	-0.05	2
14	14	OMD		0.0	Standard Chartered Bank	-0.09	0
						1.4	20

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.