



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jan 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	Leo Burnett		0.00		0.00	0
1-	2	Ogilvy		0.00		0.00	0
1-	3	McCann WorldGroup		0.00		0.00	0
1-	4	Dentsu		0.00		0.00	0
1-	5	Saatchi & Saatchi		0.00		0.00	0
1-	6	Bates		0.00		0.00	0
1-	7	J Walter Thompson		0.00		0.00	0
1-	8=	Havas Worldwide		0.00		0.00	0
1-	8=	Mullen Lowe		0.00		0.00	0
1-	8=	DDB		0.00		0.00	0
1-	8=	Grey Group		0.00		0.00	0
1-	8=	Publicis		0.00		0.00	0
1-	8=	Y&R		0.00		0.00	0
1-	14	TBWA		0.00		0.00	0
1-	15	FCB		0.00		0.00	0
1-	16	BBDO		0.00		0.00	0
						0.0	0

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jan 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	Mindshare	FORD (digital), UPS, Monster Strike (MIXI)	1.0		0.95	3
2	12	OMD	Tourism Bureau	0.8		0.80	2
3	2	PHD	Chunghwa Yellow Pages	0.5		0.50	1
4	7	Carat	Manufacturing Client	0.1		0.14	2
5	9	MEC	Merry Spa	0.1		0.13	4
6	4	Dentsu Media		0.0		0.00	0
7	5	Vizeum		0.0		0.00	0
8	6	Starcom MediaVest		0.0		0.00	0
9	8	ZenithOptimedia		0.0		0.00	0
10	10	MediaCom		0.0		0.00	0
11	11	Initiative		0.0		0.00	0
12	13	Havas Media		0.0		0.00	0
13	14	Maxus		0.0		0.00	0
14	3	Universal McCann		0.0	Sony Pictures	-0.30	0
						2.2	12

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.