



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jan 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	-	McCann WorldGroup	Audi, Hunya, Hotai Group Project	1.05		1.05	3
2	-	Dentsu	Alcohol Client	0.09		0.09	1
3	-	Ogilvy	LP Support Project	0.04		0.04	1
4	-	Leo Burnett	ChungHwa Telecom Project	0.01		0.01	1
5-	-	Publicis		0.00		0.00	0
5-	-	Grey Group		0.00		0.00	0
5-	-	Y&R		0.00		0.00	0
5-	-	J Walter Thompson		0.00		0.00	0
5-	-	Saatchi & Saatchi		0.00		0.00	0
5-	-	Bates		0.00		0.00	0
5-	-	Havas Worldwide		0.00		0.00	0
5-	-	Mullen Lowe		0.00		0.00	0
5-	-	DDB		0.00		0.00	0
5-	-	TBWA		0.00		0.00	0
5-	-	FCB		0.00		0.00	0
5-	-	BBDO		0.00		0.00	0
						1.2	6



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jan 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	-	Mindshare	HeySong (FIN)	1.1		1.05	1
2	-	Carat	Standard Chartered Bank	0.2		0.19	7
3	-	MEC	Avon Sponsorship&Content	0.0		0.01	1
4	-	PHD	Spotify Project	0.0		0.00	1
5-	-	Zenith		0.0		0.00	0
5-	-	Dentsu Media		0.0		0.00	0
5-	-	Initiative		0.0		0.00	0
5-	-	Vizeum		0.0		0.00	0
5-	-	MediaCom		0.0		0.00	0
5-	-	Havas Media		0.0		0.00	0
5-	-	Maxus		0.0		0.00	0
5-	-	Universal McCann		0.0		0.00	0
5-	-	Starcom		0.0		0.00	0
14	-	OMD		0.0	Standard Chartered Bank	-0.09	0
						1.2	10

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.