



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / July 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	Leo Burnett	Unilever Project, Playart Project, NCIP INC Project	2.75	Retail Client	2.55	9
2	2	Ogilvy	Pizza Hut, iSee Taiwan Foundation, Test Rite Retail Corp. Project	1.89		1.89	14
3	3	McCann WorldGroup	Audi, Hunya, Hotai Group Project	1.05		1.05	3
4	4	Dentsu	Alcohol Client	0.64		0.64	6
5	5	Publicis	Lay's Project, Nestle	0.21		0.21	3
6-	6=	Bates		0.00		0.00	0
6-	6=	BBDO		0.00		0.00	0
6-	6=	DDB		0.00		0.00	0
6-	6=	FCB		0.00		0.00	0
6-	6=	Grey Group		0.00		0.00	0
6-	6=	Havas Worldwide		0.00		0.00	0
6-	6=	J Walter Thompson		0.00		0.00	0
6-	6=	MullenLowe Group		0.00		0.00	0
6-	6=	Saatchi & Saatchi		0.00		0.00	0
6-	6=	TBWA		0.00		0.00	0
6-	6=	Y&R		0.00		0.00	0
						6.3	35

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / July 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	-	GroupM	LVMH	1.0		1.00	1
2	7=	MEC	Chanel, Kimberly-Clark, Pfizer Consumer Health	1.1	Michelin	0.89	16
3	2	dentsu X	Government Client	0.8	Manufacture Client	0.75	14
4	3	Carat	Standard Chartered Bank	0.6		0.62	23
5	1	Mindshare	Diageo	1.5	Chanel	0.54	3
6	4	MediaCom	PSA Group	0.5		0.50	1
7	5	Vizeum	Merial (digital), Pairs, OPAL Cosmetics, Transitions	0.3		0.30	10
8	6	Universal McCann	OXON Game studio (Digital & OOH), Pro360 digital, GRAVITY TV	0.2		0.18	6
9	7=	OMD	Siam Entertainment Project , Iest Rite Retail Project, Kwang Yang Moto	0.2	Standard Chartered Bank	0.14	6
10	9	Havas Media	Emirates, Michelin	0.1		0.08	2
11	10	PHD	Spotify Project, HP(digital)	0.1		0.05	2
12=	11=	Initiative		0.0		0.00	0
12=	11=	Starcom		0.0		0.00	0
14	13	Zenith		0.0	LVMH	-1.07	0
						4.0	84

### 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.