



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 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	Kimberly Clark, Uni-President Project, Allianz Project	2.10		2.10	14
2	2	McCann WorldGroup	Tiger Beer, Panasonic Air Condition Project, Adidas Project	0.63		0.63	6
3-	6=	Dentsu	Government Client	0.24		0.24	2
3-	3	Leo Burnett	ChungHwa Telecom, Samsung Electronics, Heineken Brouwerijen R.V. Project	0.24		0.24	11
5	4	Y&R	Car Client	0.20		0.20	1
6	5	J Walter Thompson	Taishi Banks Project	0.13		0.13	1
7-	6=	Saatchi & Saatchi		0.00		0.00	0
7-	6=	Bates		0.00		0.00	0
7-	6=	Havas Worldwide		0.00		0.00	0
7-	6=	Mullen Lowe		0.00		0.00	0
7-	6=	DDB		0.00		0.00	0
7-	6=	Grey Group		0.00		0.00	0
7-	6=	Publicis		0.00		0.00	0
7-	6=	TBWA		0.00		0.00	0
7-	6=	FCB		0.00		0.00	0
7-	6=	BBDO		0.00		0.00	0
						3.5	35

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 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	Mindshare	Takeda, FORD (digital), UPS, HOPE Foundation for Cancer Care	1.4		1.35	6
2	1	OMD	Tourism Bureau, Machine Zone	1.4	Tourism Australia	1.27	5
3	3	MediaCom	P&G SK-II, Under Armor, Volkswagen AG(Digital)	1.0		0.95	4
4	4	PHD	Chunghwa Yellow Pages, SCA	0.7		0.70	2
5	5	Initiative	Suntory Cerebos	0.5		0.47	1
6	6	Zenith	Bio Essence, Money101, TAITRA(SEO)	0.4		0.43	4
7	8	Dentsu Media	Internet Client	0.2	Disney Project	0.19	8
8	7	Vizeum	Business Service Client	0.1		0.09	2
9	9	MEC	He-Yu Marketing, G-Jun PC, Taiwan High Speed Rail	0.2	JP Morgan	0.05	8
10=	10=	Havas Media		0.0		0.00	0
10=	10=	Maxus		0.0		0.00	0
12	13	Carat	DYACO	0.5	SCA	-0.21	15
13	12	Universal McCann	KKBOX(Digital +TV), Disney Project	0.1	Sony Pictures	-0.27	3
14	14	Starcom	JP Morgan, Herbalife	0.2	P&G SK-II	-0.50	3
						4.5	61

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.