



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 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	4	Leo Burnett	NCIP INC Project, Chung Hwa Telecom Project	2.43	Retail Client	2.23	6
2	1	McCann WorldGroup	Audi, Hunya, Hotai Group Project	1.05		1.05	3
3	2	Ogilvy	Philips Lighting Project, Wei-Chuan Taiwan Project, Shangtu Wine Project	0.77		0.77	7
4	3	Dentsu	Alcohol Client	0.64		0.64	6
5	5=	Publicis	Lay's Project	0.03		0.03	1
6-	5=	Bates		0.00		0.00	0
6-	5=	BBDO		0.00		0.00	0
6-	5=	DDB		0.00		0.00	0
6-	5=	FCB		0.00		0.00	0
6-	5=	Grey Group		0.00		0.00	0
6-	5=	Havas Worldwide		0.00		0.00	0
6-	5=	J Walter Thompson		0.00		0.00	0
6-	5=	MullenLowe Group		0.00		0.00	0
6-	5=	Saatchi & Saatchi		0.00		0.00	0
6-	5=	TBWA		0.00		0.00	0
6-	5=	Y&R		0.00		0.00	0
						4.7	23



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 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	Diageo	1.3	Kwang Yang Moto	0.94	2
2	2	dentsu X	Government Client	0.8	Manufacture Client	0.75	14
3	3	Carat	Standard Chartered Bank	0.6		0.61	20
4	5	Vizeum	Merial (digital), Pairs, OPAL Cosmetics, Transitions	0.3		0.30	10
5	4	MEC	Vitalon Foundation, Zuellig Pharma, Rakuten, Vitalon-Ochaen	0.3	Finance Client	0.19	10
6	6	Universal McCann	OXON Game studio (Digital & OOH), Pro360 digital, GRAVITY TV	0.2		0.18	6
7	7	OMD	Test Rite Retail Project, Kwang Yang Moto, Algapharma Biotech Project, Lobsang Project	0.2	Standard Chartered Bank	0.13	5
8	8	PHD	Spotify Project, HP(digital)	0.1		0.05	2
9-	9=	Havas Media	Emirates	0.0		0.03	1
9-	9=	Initiative		0.0		0.00	0
9-	9=	MediaCom		0.0		0.00	0
9-	9=	Starcom		0.0		0.00	0
9-	9=	Zenith		0.0	Merial (digital)	-0.07	0
						3.1	70

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.