



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 2018

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	LCY Chemical CORP, Timberland Project, I-primo Project	3.03		3.03	12
2	7	Dentsu	Manufacture Client	1.44		1.44	14
3	5	Leo Burnett	ChungHwa Telecom Project, PC Home Project, SSD Project	1.05		1.05	6
4	3	J Walter Thompson	Galilee Travel Agency, Benesse Project , Simple Mart	0.97		0.97	6
5	2	McCann WorldGroup	Vichy Cosmetics, OPPO Project	0.64		0.64	2
6	15	BBDO	ShuPao, DJI Global,	0.60	Campbell Soup	0.40	2
7	4	Publicis	BNPP Cardif Project	0.33		0.33	2
8	6	Grey Group	Bose	0.05		0.05	1
9=	8=	FCB		0.00		0.00	0
9=	8=	Bates		0.00		0.00	0
9=	8=	DDB		0.00		0.00	0
9=	8=	Havas Worldwide		0.00		0.00	0
9=	8=	MullenLowe Group		0.00		0.00	0
9=	8=	Saatchi & Saatchi		0.00		0.00	0
9=	8=	Y&R		0.00		0.00	0
16	16	TBWA		0.00	Vichy Cosmetics	-0.30	0
						7.6	45



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 2018

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	Carat	Microsoft, Watsons, Diageo, Pizza Hut, Unipresident_His Café Strategy	1.82	Heineken (Social)	1.78	26
2	3	Zenith	IQYI, Laneige (Amorepacific Group), Easy Rent (Toyota) Project	0.42		0.40	3
3	13	dentsu X	Car Client	0.86	Car Client	0.31	22
4	4	OMD	Nintendo Project, Ching Yeh Paint	0.24		0.24	2
5	14	PHD	HSBC	0.50	Watsons	0.23	1
6	2	Mindshare	LongCheng Network	0.68	HSBC	0.15	3
7	5	Starcom	Aberdeen Asset Management, Shopee Project, Porter	0.23	FMCG client	0.14	5
8	6	Initiative	SZN Entertainment Project	0.10		0.10	2
9	7	Vizeum	Columbia Sportswear, Eden Social Welfare Foundation Project	0.06		0.06	6
10	8	MediaCom	Bose	0.03		0.03	1
11	9	Universal McCann	IT Client	0.02		0.02	1
12	10	GroupM		0.00		0.00	0
13	11	Havas Media		0.00	Laneige (Amorepacific Group)	-0.10	0
14	12	Wavemaker	Ener life, Electrolux, Samsonite, Santen, Shopee Project	0.14	Campbell Soup	-0.12	9
						3.2	81

### 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.