

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	MHI Vestas Offshore Wind Project, LCY Chemical CORP, Timberland Project	3.34		3.34	14
2	2	Leo Burnett	Samsung Project, Citi Project, Hi-Q Marine Biotech Project	2.94		2.94	14
3	9	Publicis	Daimler Project, Genting Cruise Lines Project, BNPP Cardif Project	1.80		1.80	2
4	3	Dentsu	Manufacture Client	1.44		1.44	14
5	5	McCann WorldGroup	Distell Project, Edgewell Project, Vichy Cosmetics, OPPO Project	1.35		1.35	9
6	4	J Walter Thompson	Galilee Travel Agency, Benesse Project, Simple Mart	1.16		1.16	8
7	7	Saatchi & Saatchi	Campbell Soup	0.20		0.20	1
8	8	FCB		0.15		0.15	1
9-	10=	Bates		0.00		0.00	0
9-	10=	MullenLowe Group		0.00		0.00	0
9-	10=	Y&R		0.00		0.00	0
12	13	Havas Worldwide		0.00	RB	-0.08	0
13	14	Grey Group	Bose	0.05	Revlon	-0.15	1
14	15	TBWA		0.00	Vichy Cosmetics	-0.30	0
15	16	DDB		0.00	Samsung Electronics visual display	-0.80	0
16	6	BBDO	ShuPao, DJI Global,	0.60	Daimler Project	-1.28	2
						9.8	66

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	SonyMobile, Pearlabyss_Black Desert, Kinmen Kaoliang	2.34	Heineken (Social)	1.98	38
2	2	MediaCom	Mars, Bose, Adidas Buying	2.00	SonyMobile	1.73	6
3	3	Zenith	IQYI, Laneige (Amorepacific Group), Easy Rent (Toyota) Project	0.42	NexGard Spectra(Digital)	0.40	3
4	4	Starcom	Aberdeen Asset Management, Shopee Project, Porter	0.75	Mars Buying	0.37	7
5	5	dentsu X	Car Client	0.91	Car Client	0.36	25
6-	6=	PHD	ComI ruth Communication Consultants Project, Sanyang Motor Co., Ltd Project, Resort World at	0.59	Watsons	0.29	11
6-	6=	OMD	Nintendo Project, Ching Yeh Paint	0.24		0.24	2
8	8	Initiative	SZN Entertainment Project, Revlon Global	0.18		0.18	3
9	9	Vizeum	Columbia Sportswear, Eden Social Welfare Foundation Project	0.16		0.16	9
10	10	Universal McCann	IT Client	0.02		0.02	1
11	11	GroupM		0.00		0.00	0
12	12	Havas Media		0.00	Laneige(Amorepacific Group)	-0.10	0
13	13	Wavemaker	Ener life, Electrolux, Samsonite, Santen, Shopee Project	0.14	Campbell Soup	-0.22	9
14	14	Mindshare	Hong Kong Airport Authority, LongCheng Network	0.68	HSBC	-0.30	3
						<b>5.1</b>	<b>117</b>

### 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.