



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Dec 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	ChungHwa Telecom Project, Unilever Project, Ogawa Healthcare Project	5.33	Retail Client	5.14	11
2	3	Ogilvy	Pizza Hut, ASUS ZenPhone Project, OPPO Project, Fitjoy Sourcing Project	3.17		3.17	21
3	2	Dentsu	Alcohol Client	3.04		3.04	20
4	4	McCann WorldGroup	Line Project, Sino Tech Project, Audi, Hunya, Hotai Group Project	1.47		1.47	5
5	5	Publicis	Lay's Project, Nestle	0.21		0.21	3
6	6	TBWA	Woolmark	0.04		0.04	1
7-	7=	FCB		0.03		0.03	1
7-	7=	Bates		0.00		0.00	0
7-	7=	BBDO		0.00		0.00	0
7-	7=	DDB		0.00		0.00	0
7-	7=	Grey Group		0.00		0.00	0
7-	7=	Havas Worldwide		0.00		0.00	0
7-	7=	J Walter Thompson		0.00		0.00	0
7-	7=	MullenLowe Group		0.00		0.00	0
7-	7=	Saatchi & Saatchi		0.00		0.00	0
7-	7=	Y&R		0.00		0.00	0
						13.1	62



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Dec 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	2	Mindshare	Sanofi, Aeolus Robotics, Kirin Beer Ichiban Project (TV)	3.4	Chanel	2.56	13
2	1	dentsu X	Government Client	2.3	Manufacture Client	2.24	38
3	3	GroupM	LVMH	1.0		1.00	1
4	4	Carat	Standard Chartered Bank	0.9	HMD Global (Nokia)	0.75	31
5	5	MediaCom	PSA Group, Akzo Nobel Paints	0.7		0.73	3
6	6	Vizeum	Merial (digital), Pairs, OPAL Cosmetics, Transitions	0.6		0.57	21
7	7	Initiative	Lego	0.6		0.55	3
8	8	Universal McCann	SZN entertainment Project, Formosa Optical Digital Project, Hi Life Digital Project	0.3		0.25	10
9	9	OMD	Taiwan Kagome, Siam Entertainment Project , Test Rite Retail Project, Kwang Yang Moto	0.2	Standard Chartered Bank	0.14	7
10	10	Havas Media	Emirates, Michelin	0.1		0.08	2
11	11	PHD	Spotify Project, HP(digital)	0.1	Unilever Communications Planning	0.00	2
12	12	Starcom		0.0	Richemont APAC	-0.20	0
13	13	Wavemaker	Firefox, Hong Kong Airline	1.1	Michelin	-0.57	21
14	14	Zenith	Estee Lauder	0.6	Sanofi	-0.98	1
						7.1	153

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.