

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Dec 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	BBDO	ShuPao, DJI Global,	8.60	Tourism Australia	6.56	3
2	2	Leo Burnett	Samsung Project, Citi Project, Hi-Q Marine Biotech Project	5.79		5.79	15
3	3	Ogilvy	MHI Vestas Offshore Wind Project, LCY Chemical CORP, Timberland Project	3.38		3.38	15
4	-	Isobar	Airlines Brand	2.79		2.79	20
5	4	J Walter Thompson	Bridgestone Taiwan Co Ltd Project, Scottish Leader Project, Midea Washing Machine, Dupont-Coteva	2.08		2.08	28
6	5	Publicis	Daimler Project, Genting Cruise Lines Project, BNPP Cardif Project	1.97		1.97	3
7	6	McCann WorldGroup	Kose Project, Calpis Project, Distell Project, Edgewell Project	1.55		1.55	11
8	7	Dentsu	Manufacture Client	1.44		1.44	14
9	8	Saatchi & Saatchi	Siemens Home Appliances, Campbell Soup	0.30		0.30	2
10	9	FCB	Kimberly Clark	0.15		0.15	1
11-	10=	Bates		0.00		0.00	0
11-	10=	MullenLowe Group		0.00		0.00	0
11-	10=	VMLY&R		0.00		0.00	0
14	13	Havas Worldwide		0.00	RB	-0.08	0
15	14	TBWA		0.00	Vichy Cosmetics	-0.30	0
16	15	Grey Group	Bose	0.05	Revlon	-0.55	1
17	16	DDB		0.00	Samsung Electronics visual display	-0.80	0
						24.3	113



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Dec 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, Pearlabysy_Black Desert, Kinmen Kaoliang	4.57	Heineken (Social)	4.21	84
2	2	MediaCom	Mars, Bose, Adidas Buying	2.09	SonyMobile	1.47	7
3	15	Dentsu Aegis Network	Alcohol Brand	1.07		1.07	26
4	6	dentsu X	Car Client	2.21	General Mills	1.05	76
5	3	Zenith	Ralph Lauren, IQYI, Laneige (Amorepacific Group), Easy Rent (Toyota) Project	0.80	NexGard Spectra(Digital)	0.77	5
6	4	Starcom	Mcdonald's(digital), Aberdeen Asset Management, Shopee Project, Porter	1.08	Mars Buying	0.69	8
7	8	OMD	Daimler, Nintendo Project, Ching Yeh Paint	0.64	Mcdonald's(digital)	0.49	5
8	5	Vizeum	Columbia Sportswear, Eden Social Welfare Foundation Project	0.44		0.44	27
9	7	Initiative	SZN Entertainment Project, Revlon Global	0.29		0.29	5
10	9=	Mindshare	BP, General Mills, LINE Shopping Project, Subway, Hong Kong Airport Authority	1.37	HSBC	0.17	8
11	9=	PHD	Molly & Hank Project, ComTruth Communication Consultants Project, Sanyang Motor Co., Ltd	0.63	Watsons	0.08	12
12	10	Universal McCann	IT Client	0.02		0.02	1
13	11	Havas Media	Puma	0.08	Marriott	-0.02	2
14	14	GroupM		0.00	GlaxoSmithKline	-0.51	0
15	13	Wavemaker	Ener life, Electrolux, Samsonite, Santen, Shopee Project	0.14	Campbell Soup	-0.77	9
						9.5	275

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.