



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 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	Pizza Hut Project, Kuaishou Technology Project, Weland Mattress Project	2.85		2.85	8
2	3	J Walter Thompson	Benesse Project, Simple Mart, ITRI Project	0.35		0.35	4
3	4	Publicis	BNPP Cardif Project	0.33		0.33	2
4	2	McCann WorldGroup	Vichy Cosmetics	0.30		0.30	1
5	5	Grey Group	Bose	0.05		0.05	1
6	7=	Dentsu	Manufacture Client	0.04		0.04	1
7	6	Leo Burnett	PC Home Project	0.02		0.02	1
8-	7=	FCB		0.00		0.00	0
8-	7=	Bates		0.00		0.00	0
8-	7=	DDB		0.00		0.00	0
8-	7=	Havas Worldwide		0.00		0.00	0
8-	7=	MullenLowe Group		0.00		0.00	0
8-	7=	Saatchi & Saatchi		0.00		0.00	0
8-	7=	Y&R		0.00		0.00	0
15	7=	BBDO		0.00	Campbell Soup	-0.20	0
16	16	TBWA		0.00	Vichy Cosmetics	-0.30	0
						3.4	18

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 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	Watsons, Diageo, Pizza Hut, Unipresident_His Café Strategy	0.90	Heineken (Social)	0.86	17
2	2	Mindshare	FMCG client	0.53	Che Tai International	0.50	2
3	7=	Zenith	IQYI, Laneige (Amorepacific Group), Easy Rent (Toyota) Project	0.42		0.40	3
4	3	OMD	Nintendo Project, Ching Yeh Paint	0.24		0.24	2
5	12	Starcom	Aberdeen Asset Management, Shopee Project, Porter	0.23	FMCG client	0.14	5
6	6	Vizeum	Government Client	0.04		0.04	3
7	4	MediaCom	Bose	0.03		0.03	1
8	7=	Universal McCann	IT Client	0.02		0.02	1
9=	7=	GroupM		0.00		0.00	0
9=	7=	Initiative		0.00		0.00	0
11	7=	Havas Media		0.00	Laneige (Amorepacific Group)	-0.10	0
12	5	Wavemaker	Electrolux, Samsonite, Santen	0.12	Campbell Soup	-0.14	6
13	13	PHD		0.00	Watsons	-0.27	0
14	14	dentsu X	Car Client	0.23	Car Client	-0.32	9
						1.4	49

### 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.