R3 WORLDWIDE

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jan 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	2	Ogilvy	Pizza Hut Project, Kuaishou Technology Project, Weland Mattress Project	2.85		2.85	8
2	4	McCann WorldGroup	Vichy Cosmetics	0.30		0.30	1
3	7=	J Walter Thompson	Benesse Project	0.20		0.20	2
4	5	Publicis	BNPP Cardif Project	0.13		0.13	1
5	7=	Grey Group	Bose	0.05		0.05	1
6	1	Leo Burnett	PC Home Project	0.02		0.02	1
7=	3	Dentsu		0.00		0.00	0
7=	7=	FCB		0.00		0.00	0
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=	Havas Worldwide		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
16	6	TBWA		0.00	Vichy Cosmetics	-0.30	0
						3.2	14

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jan 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	4	Carat	Watsons, Diageo, Pizza Hut	0.80		0.80	14
2	1	Mindshare	FMCG client	0.53		0.53	2
3	9	OMD	Nintendo Project, Ching Yeh Paint	0.24		0.24	2
4	5	MediaCom	Bose	0.03		0.03	1
5	13	Wavemaker	Taiwan High Speed Rail	0.05		0.03	1
6	6	Vizeum	Government Client	0.02		0.02	1
7=	3	GroupM		0.00		0.00	0
7=	7	Initiative		0.00		0.00	0
7=	8	Universal McCann		0.00		0.00	0
7=	10	Havas Media		0.00		0.00	0
7=	14	Zenith		0.00		0.00	0
12	12	Starcom		0.00	FMCG client	-0.09	0
13	11	PHD		0.00	Watsons Full Service	-0.27	0
14	2	dentsu X		0.20	Car Client	-0.30	8
						1.0	29

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.