

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / June 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	LCY Chemical CORP, Timberland Project, I-primo Project, Oppla Lighting Project	3.33		3.33	13
2	2	Leo Burnett	Samsung Project, Citi Project, Hi-Q Marine Biotech Project	2.14		2.14	13
3	3	Dentsu	Manufacture Client	1.44		1.44	14
4	4	J Walter Thompson	Galilee Travel Agency, Benesse Project , Simple Mart	1.16		1.16	8
5	5	McCann WorldGroup	Vichy Cosmetics, OPPO Project, Fubon Project	0.94		0.94	3
6	6	BBDO	ShuPao, DJI Global,	0.60	Campbell Soup	0.40	2
7	7	Saatchi & Saatchi	Campbell Soup	0.20		0.20	1
8	8	Publicis	BNPP Cardif Project	0.13		0.13	1
9	9	Grey Group	Bose	0.05		0.05	1
10=	10=	FCB		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	DDB		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	MullenLowe Group		0.00		0.00	0
10=	10=	Y&R		0.00		0.00	0
16	16	TBWA		0.00	Vichy Cosmetics	-0.30	0
						9.5	56

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / June 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)	2.05	38
2	2	Zenith	IQYI, Laneige (Amorepacific Group), Easy Rent (Toyota) Project	0.42	NexGard Spectra(Digital)	0.40	3
3	3	dentsu X	Car Client	0.91	Car Client	0.36	25
4=	4=	Starcom	Aberdeen Asset Management, Shopee Project, Porter	0.33	FMCG client	0.24	6
4=	4=	OMD	Nintendo Project, Ching Yeh Paint	0.24		0.24	2
6	6	PHD	Shinetime Project, Seasaw Project, Molly Project, Vinda - DR. P Project	0.51	Watsons	0.21	6
7	8=	Initiative	SZN Entertainment Project, Revlon Global	0.18		0.18	3
8	8=	Vizeum	Columbia Sportswear, Eden Social Welfare Foundation Project	0.16		0.16	9
9	7	Mindshare	LongCheng Network	0.68	HSBC	0.15	3
10	10	MediaCom	Bose, adidas Buying, Hilton	0.40	SonyMobile	0.13	3
11	11	Universal McCann	IT Client	0.02		0.02	1
12	12	GroupM		0.00		0.00	0
13	13	Havas Media		0.00	Laneige (Amorepacific Group)	-0.10	0
14	14	Wavemaker	Ener life, Electrolux, Samsonite, Santen, Shopee Project	0.14	Campbell Soup	-0.22	9
						3.8	108

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.