



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 2019

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	FAR EASTONE, XU PAO	1.0		1.0	2
2	-	Dentsu	Consumer Products Brand	0.7		0.7	15
3	2	Leo Burnett	CHIA HSIN CEMENT CORPORATION Project, JUN-DA BIOTECHNOLOGY CO LTD Project , Coke Project, HENG LEONG HANG CO LTD Project	0.5		0.5	4
4-	3=	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	0.1		0.1	6
4-	3=	Publicis	UNI-PRESIDENT ENTERPRISES CORPORATION Project , AIRASIA BERHAD Project	0.1		0.1	2
6-	5=	Accenture Interactive	Arla	0.0		0.0	1
6-	5=	Merkley+Partners	Performix	0.0		0.0	1
6-	5=	Online Circle	Barilla	0.0		0.0	1
9	8	McCann WorldGroup	Jim Beam	0.0		0.0	1
						2.4	33



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	-	Carat	Food Brand Client	1.3		1.3	21
2	-	dentsu X	Food Brand Client	1.3		1.3	26
4	1	OMD	Tourism Company	1.0		1.0	4
5	2	Mindshare	LINE Shopping, Subway, BlackRock	0.5		0.5	6
6	3	Universal McCann	Netflix Project	0.3		0.3	1
7-	-	Vizeum	Government Client	0.2		0.2	3
7-	-	Zenith	Taiwan External Trade Council Project	0.2		0.2	1
9	4	PHD	Singapore Airlines	0.1		0.1	1
10	5	Wavemaker	Subaru Project, Ricola	0.1		0.1	2
						4.7	65

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.