

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Nov 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	6.57	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	5	J Walter Thompson	Bridgestone Taiwan Co Ltd Project, Scottish Leader Project, Midea Washing Machine, Dupont-Coteva	2.08		2.08	28
5	4	Publicis	Daimler Project, Genting Cruise Lines Project, BNPP Cardif Project	1.97		1.97	3
6	7	McCann WorldGroup	Calpis Project, Distell Project, Edgewell Project, Vichy Cosmetics	1.45		1.45	10
7	6	Dentsu	Manufacture Client	1.44		1.44	14
8	8	Saatchi & Saatchi	Campbell Soup	0.20		0.20	1
9	9	FCB		0.15		0.15	1
10-	10=	Bates		0.00		0.00	0
10-	10=	MullenLowe Group		0.00		0.00	0
10-	10=	VMLY&R		0.00		0.00	0
13	13	Havas Worldwide		0.00	RB	-0.08	0
14	14	TBWA		0.00	Vichy Cosmetics	-0.30	0
15	15	Grey Group	Bose	0.05	Revlon	-0.55	1
16	16	DDB		0.00	Samsung Electronics visual display	-0.80	0
						21.3	91

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Nov 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	2.74	Heineken (Social)	2.39	53
2	2	MediaCom	Mars, Bose, Adidas Buying	2.09	SonyMobile	1.47	7
3	3	Zenith	Ralph Lauren, IQYI, Laneige (Amorepacific Group), Easy Rent (Toyota) Project	0.80	NexGard Spectra(Digital)	0.77	5
4	4	Starcom	Mcdonald's(digital), Aberdeen Asset Management, Shopee Project, Porter	1.08	Mars Buying	0.69	8
5	5	Vizeum	Columbia Sportswear, Eden Social Welfare Foundation Project	0.33		0.33	18
6	6	dentsu X	Car Client	1.38	General Mills	0.22	46
7	7	Initiative	SZN Entertainment Project, Revlon Global	0.29		0.29	5
8	8	OMD	Daimler, Nintendo Project, Ching Yeh Paint	0.64	Mcdonald's(digital)	0.49	5
9-	9=	PHD	Molly & Hank Project, ComTruth Communication Consultants Project, Sanyang Motor Co., Ltd Project , Resort World at Sentosa Project	0.63	Watsons	0.08	12
9-	9=	Mindshare	BP, General Mills, LINE Shopping Project, Subway, Hong Kong Airport Authority	1.37	HSBC	0.17	8
10	10	Universal McCann	IT Client	0.02		0.02	1
11	11	Havas Media	Puma	0.08	Marriott	-0.02	2
13	13	Wavemaker	Ener life, Electrolux, Samsonite, Santen, Shopee Project	0.14	Campbell Soup	-0.27	9
14	14	GroupM		0.00	GlaxoSmithKline	-0.51	0
						6.1	179

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.