2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 2017

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	Leo Burnett	ChungHwa Telecom Project, Unilever Project, Playart Project	5.23	Retail Client	5.03	10
2	2	Ogilvy	Pizza Hut, iSee Taiwan Foundation, ishansong Project, Uni President Soya Project	2.22		2.22	16
3	4	Dentsu	Alcohol Client	1.38		1.38	10
4	3	McCann WorldGroup	Sino Tech Project, Audi, Hunya, Hotai Group Project	1.37		1.37	4
5	5	Publicis	Lay's Project, Nestle	0.21		0.21	3
6=	6=	Bates		0.00		0.00	0
6=	6=	BBDO		0.00		0.00	0
6=	6=	DDB		0.00		0.00	0
6=	6=	FCB		0.00		0.00	0
6=	6=	Grey Group		0.00		0.00	0
6=	6=	Havas Worldwide		0.00		0.00	0
6=	6=	J Walter Thompson		0.00		0.00	0
6=	6=	MullenLowe Group		0.00		0.00	0
6=	6=	Saatchi & Saatchi		0.00		0.00	0
6=	6=	TBWA		0.00		0.00	0
6=	6=	Y&R		0.00		0.00	0
						10.2	43

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 2017

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	5	Mindshare	Diageo, Nature Made	2.6	Chanel	1.77	5
2	2	dentsu X	Government Client	1.1	Manufacture Client	1.04	25
3	1	GroupM	LVMH	1.0		1.00	1
4	4	Carat	Standard Chartered Bank	0.8		0.77	27
5	3	MediaCom	PSA Group	0.7		0.70	2
6	6	Vizeum	Merial (digital), Pairs, OPAL Cosmetics, Transitions	0.4		0.42	15
7	7	Wavemaker	Netmarble, Chanel, Kimberly-Clark, Pfizer Consumer Health	1.1	Michelin	0.30	17
8	8	Universal McCann	SZN entertainment Project, Formosa Optical Digital Project, Hi Life Digital Project	0.3		0.25	10
9	9	OMD	Taiwan Kagome, Siam Entertainment Project , Test Rite Retail Project, Kwang Yang Moto	0.2	Standard Chartered Bank	0.14	7
10	10	Havas Media	Emirates, Michelin	0.1		0.08	2
11	11	PHD	Spotify Project, HP(digital)	0.1		0.05	2
12	12	Initiative		0.0		0.00	0
13	13	Starcom		0.0	Richemont APAC	-0.20	0
14	14	Zenith	Estee Lauder	0.6	LVMH	-0.48	1
						5.8	114