



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 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	16	BBDO	Ford, ShuPao, DJI Global,	8.60	Daimler Project	6.72	3
2	2	Leo Burnett	ChungHwa Telecom, Samsung Project, Citi Project, Hi-Q Marine Biotech Project	5.79		5.79	15
3	1	Ogilvy	MHI Vestas Offshore Wind Project, LCY Chemical CORP, Timberland Project	3.38		3.38	15
4	3	Publicis	Carrefour Project, Daimler Project, Genting Cruise Lines Project, BNPP Cardif Project	1.97		1.97	3
5	4	Dentsu	Manufacture Client	1.44		1.44	14
6	5	McCann WorldGroup	Distell Project, Edgewell Project, Vichy Cosmetics, OPPO Project	1.35		1.35	9
7	6	J Walter Thompson	Galilee Travel Agency, Benesse Project, Simple Mart	1.16		1.19	9
8	7	Saatchi & Saatchi	Campbell Soup	0.20		0.20	1
9	8	FCB		0.15		0.15	1
10-	9=	Bates		0.00		0.00	0
10-	9=	MullenLowe Group		0.00		0.00	0
10-	9=	VMLY&R		0.00		0.00	0
13	12	Havas Worldwide		0.00	RB	-0.08	0
14	13	TBWA		0.00	Vichy Cosmetics	-0.30	0
15	14	Grey Group	Bose	0.05	Revlon	-0.55	1
16	15	DDB		0.00	Samsung Electronics visual display	-0.80	0
						20.5	71

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 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	Kaohsiung City Mayor Candidate, Tomax, Full Food, SonyMobile, Pearlabyss_Black Desert	2.74	Heineken (Social)	2.39	53
2	2	MediaCom	Mars, Bose, Adidas Buying	2.09	GSK	1.47	7
3	5	dentsu X	Car Client	1.38	Car Client	0.83	46
4	3	Zenith	GSK, IQYI, Laneige (Amorepacific Group), Easy Rent (Toyota) Project	0.77	NexGard Spectra(Digital)	0.75	4
5	4	Starcom	Aberdeen Asset Management, Shopee Project, Porter	0.75	Mars Buying	0.36	7
6	9	Vizeum	Columbia Sportswear, Eden Social Welfare Foundation Project	0.33		0.33	18
7	8	Initiative	SZN Entertainment Project, Revlon Global	0.18		0.18	3
8	6=	OMD	Nintendo Project, Ching Yeh Paint	0.24	Intel	0.09	2
9	6=	PHD	ComTruth Communication Consultants, Sanyang Motor Co., Ltd Project , Resort World at Sentosa Project , Shinetime Project	0.63	GlaxoSmithKline	0.08	12
10	10	Universal McCann	IT Client	0.02		0.02	1
11	12	Havas Media	De Beers	0.01	Marriott	-0.09	1
12	13	Wavemaker	Ener life, Electrolux, Samsonite, Santen, Shopee Project	0.14	United Airlines	-0.27	9
13	11	GroupM		0.00	GlaxoSmithKline	-0.45	0
14	14	Mindshare	Hong Kong Airport Authority, LongCheng Network	0.68	American Express	-0.53	3
						5.1	166

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.