



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Oct 2016

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	Fubon Financial Project, Kimberly Clark, EFG Bank Project	2.74		2.74	23
2	2	McCann WorldGroup	Totole, Tiger Beer, Panasonic Air Condition Project, Adidas Project	1.63		1.63	11
3	3	Dentsu	Government Client	1.38		1.38	28
4	5	Leo Burnett	Bridgestone Project, ChungHwa Telecom, Samsung Electronics	1.02		1.02	16
5	4	Grey Group	GSK	0.40		0.40	1
6	6	Y&R	Car Client	0.20		0.20	1
7	7	J Walter Thompson	Taishi Banks Project	0.13		0.13	1
8	8	Saatchi & Saatchi	GSK	0.04		0.04	1
9-	9=	Bates		0.00		0.00	0
9-	9=	Havas Worldwide		0.00		0.00	0
9-	9=	Mullen Lowe		0.00		0.00	0
9-	9=	DDB		0.00		0.00	0
9-	9=	Publicis		0.00		0.00	0
9-	9=	TBWA		0.00		0.00	0
9-	9=	FCB		0.00		0.00	0
9-	9=	BBDO		0.00		0.00	0
						7.5	82



## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Oct 2016

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	2	Mindshare	Expedia, Shin Kong Mitsukoshi(Digital), Pegavision	1.7		1.72	13
2	1	Zenith	Bio Essence, Money101, TAITRA(SEO)	1.6		1.61	7
3	3	OMD	Tourism Bureau, Machine Zone	1.4	Tourism Australia	1.37	5
4	4	PHD	Volkswagen, Chunghwa Yellow Pages, SCA	1.2		1.20	3
5	5	Dentsu Media	Internet Client	0.7	Disney Project	0.73	39
6	6	Initiative	Suntory Cerebos	0.5		0.47	1
7-	7=	Vizeum	Business Service Client	0.5		0.45	6
7-	7=	MediaCom	P&G SK-II, Under Armor, Volkswagen AG(Digital)	1.0	Volkswagen	0.45	4
9	9	MEC	Memebox, AURORA, Paseotaiwan, Blackmores, Cros Music, Hola	0.4	JP Morgan	0.21	19
10	10	Havas Media	Shiseido Project	0.0		0.03	2
11	11	Maxus		0.0		0.00	0
12	12	Carat	DYACO	0.7	SCA	-0.03	34
13	13	Universal McCann	KKBOX(Digital +TV), Disney Project, IWPlay World(TV), Gameflir(TV)	0.1	Sony Pictures	-0.26	5
14	14	Starcom	JP Morgan, Herbalife	0.2	P&G SK-II	-0.50	3
						7.4	141

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.