

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / July 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	Dentsu	Consumer Products Brand	1.8		1.8	26
2	2	Isobar	Pfizer, CTBC Bank, Mead Johnson Nutrition	1.5		1.5	9
3	3	BBDO	FAR EASTONE, XU PAO	1.0		1.0	2
4	4	Leo Burnett	GAMANIA DIGITAL ENTERTAINMENT CO LTD Project, HI-Q MARINE BIOTECH INTERNATIONAL LTD Project	0.9		0.9	9
5	5	Publicis	CAPITAL MOTORS INC Project, CATHAY PACIFIC AIRWAYS LIMITED, Pepsico Foods Taiwan Co., Ltd. Project	0.4		0.4	7
6	6	Ogilvy	AccorHotels, Miniso	0.9		0.4	3
7	7	DDB	PlayStation	0.3		0.3	2
8	8	Anomaly	Johnnie Walker	0.1		0.1	1
9	9	McCann WorldGroup	Jim Beam, H&M Project	0.1		0.1	2
10	10	Accenture Interactive	Arla	0.0		0.0	1
11	11	Merkley+Partners	Performix	0.0		0.0	1
12	12	Online Circle	Barilla	0.0		0.0	1
						6.4	64



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / July 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	2	denstu X	Food Brand Client	3.8		3.8	93
2	1	Carat	Food Brand Client	1.4		1.4	38
3	3	OMD	Manulife Asset Management, Tourism Company	1.0		1.0	5
4	5	Mindshare	Tsannkuen, Tik Tok Project, Taiwan Pay Project	0.7		0.7	10
5	4	Zenith	Taiwan External Trade Council Project	0.5		0.5	2
6	10	MediaCom	SK-II, Hotels.com	0.5		0.5	4
7	6	Universal McCann	Netflix Project	0.4		0.4	4
8	7	Vizeum	Government Client	0.2		0.2	8
9	8	PHD	Singapore Airlines	0.1		0.1	1
10	9	Wavemaker	Subaru Project, Ricola	0.1		0.1	2
						8.7	167

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.