

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 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	5	Leo Burnett	ChungHwa Telecom Project, Gamania Project	2.8		2.8	10
2	1	Dentsu	Consumer Products Brand	2.5		2.5	41
3	2	Isobar	Pfizer, CTBC Bank, Mead Johnson Nutrition	1.5		1.5	9
4	3	Ogilvy	Soyoung, Mondelez, AccorHotels, Miniso	2.0		1.5	6
5	4	BBDO	FAR EASTONE, XU PAO	1.0		1.0	2
6	6	Wunderman Thompson	Sony Project	0.5		0.5	2
7	7	Havas Worldwide	Want Want Group	0.5		0.5	1
8	9	DDB	PlayStation, Dairy Farm	0.5		0.5	3
9	8	Publicis	CAPITAL MOTORS INC Project, CATHAY PACIFIC AIRWAYS LIMITED, Pepsico Foods Project	0.4		0.4	8
10	11	McCann WorldGroup	MSD Project, Microsoft Project, 3M Project	0.2		0.2	6
11	10	Anomaly	Johnnie Walker	0.1		0.1	1
12	12	Accenture Interactive	Arla	0.0		0.03	1
13	13	Merkley+Partners	Performix	0.0		0.03	1
14	14	Online Circle	Barilla	0.0		0.03	1
						11.6	92

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 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	denstu X	Food Brand Client	3.8		3.8	93
2	2	Carat	Vodafone	2.1		2.1	64
3	3	OMD	Manulife Asset Management, Tourism Company	1.3		1.3	7
4	4	Mindshare	Line Today Project, Dyson, OVO Toilet, Tsannkuen, Tik Tok Project, Taiwan Pay Project	1.1		1.1	13
5	5	Zenith	Taiwan External Trade Council Project	0.5		0.5	2
6	6	MediaCom	SK-II, Hotels.com	0.5		0.5	4
7	7	Universal McCann	Netflix Project	0.4		0.4	4
8	8	Vizeum	Government Client	0.2		0.2	13
9	13	Havas Media	Tripadvisor	0.1		0.1	1
10	11	Starcom	Ferrero	0.3		0.1	1
11	9	PHD	Singapore Airlines	0.1	Ferrero	-0.2	1
12	10	Wavemaker	Subaru Project, Ricola	0.1	Vodafone	-0.3	2
						9.7	205

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.