R3 WORLDWIDE

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Oct 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	4	Ogilvy	Dairy Farm, Soyoung, Mondelez, AccorHotels, Miniso	5.7		5.2	9
2	1	Leo Burnett	Coke Project, Sonison Baby Project, ChungHwa Telecom Project	3.0		3.0	12
3	2	Dentsu	Consumer Products Brand	2.5		2.5	41
4	3	Isobar	Pfizer, CTBC Bank, Mead Johnson Nutrition	1.5		1.5	9
5	5	BBDO	FAR EASTONE, XU PAO	1.0		1.0	2
6	7	Havas Worldwide	Want Want Group	0.5		0.5	1
7	8	DDB	PlayStation, Dairy Farm	0.5		0.5	3
8	9	Publicis	CAPITAL MOTORS INC Project, CATHAY PACIFIC AIRWAYS LIMITED, Pepsico Foods Project	0.4		0.4	8
9	6	Wunderman Thompson	Sony Project	0.5		0.3	2
10	10	McCann WorldGroup	Ocean Park (Hong Kong) Project, 1111 Project, Jenjudan Project	0.3		0.3	9
11	19	MullenLowe Group	Bayer OTC brands	0.2		0.2	1
12	11	Anomaly	Johnnie Walker	0.1		0.12	1
13	13	Merkley+Partners	Performix	0.0		0.03	1
14	14	Online Circle	Barilla	0.0		0.03	1
						15.5	100

R3 WORLDWIDE

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Oct 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	Disney	1.8	64
3	3	OMD	Agoda Project, Volda, Activision Project	1.4		1.4	10
4	4	Mindshare	FoodPanda Project, Tourism New Zealand Project	1.2		1.2	15
5	5	Zenith	Taiwan External Trade Council Project, The Walt Disney Company	0.8		0.8	3
6	6	MediaCom	SK-II, Hotels.com	0.5		0.5	5
7	7	Universal McCann	Netflix Project	0.4		0.4	4
8	8	Vizeum	Government Client	0.2		0.2	13
9	11	Starcom	Align Technology	0.4		0.2	2
10	9	Havas Media	Tripadvisor	0.1		-0.1	1
11	10	PHD	Singapore Airlines	0.1		-0.2	1
12	14	Wavemaker	Subaru Project, Ricola	0.2	Vodafone	-0.2	3
						10.0	214