

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jan 2020

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	Zenith	Vitalon	0.3		0.3	1
2	9	Starcom	Abbott, Loral Project	0.2		0.2	2
3	7	Universal McCann	Emirates Airlines	0.1		0.1	1
4	6	MediaCom	Hasbro	0.0		0.0	1
5	4	Mindshare	Brown-Forman Project	0.0		0.0	1
6	10	Wavemaker		0.0		0.0	0
7	12	PHD		0.0		0.0	0
8	2	Carat		0.0	Loral Project	0.0	0
9	3	OMD		0.0	Hasbro	0.0	0
10	11	Havas Media		0.0	Emirates Airlines	-0.1	0
11	8	Vizeum		0.0	Abbott	-0.2	0
12	1	dentsu X		0.0	Vitalon	-0.3	0
						0.0	6

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.