

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 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	1	Ogilvy	Epson Taiwan, TW Hualien County Government Project, ARM Taiwan, Denwell Banquet Halls Project	1.3		1.3	12
2	19	VMLY&R	Intel	0.5		0.5	1
3	2	Publicis	CITIBANK TAIWAN LTD Project, Pepsico Foods Taiwan	0.2		0.2	2
4	3	Wunderman Thompson	Nien Made Project, Johnson & Johnson Project	0.1		0.1	3
5	4	McCann WorldGroup	CITIZEN Project	0.1		0.1	1
6	5	Leo Burnett	Google Project, Adidas Project, Ferrero Project, Pchome Online Inc Project	0.1		0.1	4
						2.3	23

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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

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.