

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 2020

RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	Ogilvy	Double 8 games Project, Kuobrothers Project, Uber	2.5		2.5	17
7	Dentsu	FMCG Client	1.1		1.1	16
2	VMLY&R	Intel	0.5		0.5	1
4	· ·		0.4		0.4	7
3	Publicis	CITIBANK TAIWAN LTD Project, Pepsico Foods Taiwan	0.4		0.4	3
6	Leo Burnett	Samsung Project, Google Project, Adidas Project, Ferrero Project, Pchome Online Inc Project	0.3		0.3	6
5	McCann WorldGroup	CITIZEN Project	0.1		0.1	1
9	BBDO	BMW Project, Laurel project, Samsung Project	0.1		0.1	3
	1 7 2 4 3 6 5	MONTH AGENCY AGENCY 1 Ogilvy 7 Dentsu 2 VMLY&R 4 Wunderman Thompson 3 Publicis 6 Leo Burnett 5 McCann WorldGroup	MONTH AGENCY RECENT WINS Double 8 games Project, Kuobrothers Project, Uber Double 8 games Project, Kuobrothers Project, Uber Munderman Thompson Wunderman Thompson Publicis Publicis CITIBANK TAIWAN LTD Project, Pepsico Foods Taiwan Samsung Project, Google Project, Adidas Project, Ferrero Project, Pchome Online Inc Project McCann WorldGroup CITIZEN Project MCCann WorldGroup BMW Project, Laurel project,	AGENCY RECENT WINS WIN REVENUE (USD \$ m) 1 Ogilvy Double 8 games Project, Kuobrothers Project, Uber 7 Dentsu FMCG Client 1.1 2 VMLY&R Intel 0.5 4 Wunderman Thompson Lian Hwa Foods corporation project, Nien Made Project, Johnson & Johnson Project 3 Publicis CITIBANK TAIWAN LTD Project, Pepsico Foods Taiwan Samsung Project, Google Project, Adidas Project, Google Project, Adidas Project, Ferrero Project, Pchome Online Inc Project McCann WorldGroup CITIZEN Project O.1	AGENCY RECENT WINS WIN REVENUE (USD \$ m) Double 8 games Project, Kuobrothers Project, Uber Lian Hwa Foods corporation project, Nien Made Project, Johnson & Double 8 games Project, Double 8 games Project, Lian Hwa Foods Corporation Project, Nien Made Project, Johnson & Double 8 games Project, Double 9 Barrol Double 8 games Project, Kuobrothers Project, Lian Hwa Foods corporation project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Lian Hwa Foods corporation project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Johnson & Double 8 games Project, Nuobrothers Project, Nien Made Project, Ni	AGENCY RECENT WINS WIN REVENUE (USD \$ m) 1 Ogilvy Double 8 games Project, Kuobrothers Project, Uber 7 Dentsu FMCG Client 1.1 2 VMLY&R Intel 0.5 4 Wunderman Thompson Lian Hwa Foods corporation project, Nien Made Project, Johnson & Johnson Project 3 Publicis CITIBANK TAIWAN LTD Project, Pepsico Foods Taiwan Samsung Project, Google Project, Adidas Project, Ferrero Project, Pchome Online Inc Project 5 McCann WorldGroup BMW Project, Laurel project, BMW Project, Laurel project, 0.1 Outline RECENT LOSSES OVERALL YTD REVENUE (USD \$ m) 0.4 2.5 2.5 2.5 0.5 0.6 0.7 0.8 0.9 0.9 0.9 0.9 0.9 0.9 0.9

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 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	11	dentsu X	Government Client	1.2	Vitalon	0.9	20
2	12	Carat	IT Client	0.6	Diageo	0.4	19
3	1	Starcom	Abbott, Laural Project, Bio-essence	0.3		0.3	3
4	2	Zenith	Vitalon	0.3		0.3	1
5	3	PHD	Diageo	0.3		0.3	1
6	10	Vizeum	Auto Client	0.3	Abbott	0.1	7
7	4	Universal McCann	Emirates Airlines	0.1		0.1	1
8	5	MediaCom	Hasbro	0.0		0.0	1
9	6	Mindshare	Brown-Forman Project	0.0		0.0	1
10	7	OMD		0.0	Hasbro	0.0	0
11	8	Havas Media		0.0	Emirates Airlines	-0.1	0
12	9	Wavemaker		0.0	Bio-essence	-0.1	0
						2.1	54

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 R0I.