

2020 CREATIVE 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	1	Ogilvy	Double 8 games Project, Kuobrothers Project, Uber	2.5		2.5	17
2	7	Dentsu	FMCG Client	1.1		1.1	16
3	2	VMLY&R	Intel	0.5		0.5	1
4	4	Wunderman Thompson	Lian Hwa Foods corporation project, Nien Made Project, Johnson & Johnson Project	0.4		0.4	7
5	3	Publicis	CITIBANK TAIWAN LTD Project, Pepsico Foods Taiwan	0.4		0.4	3
6	6	Leo Burnett	Samsung Project, Google Project, Adidas Project, Ferrero Project, Pchome Online Inc Project	0.3		0.3	6
7	5	McCann WorldGroup	CITIZEN Project	0.1		0.1	1
8	9	BBDO	BMW Project, Laurel project, Samsung Project	0.1		0.1	3
						5.5	54

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 ROI.