2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 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	Dianthus Medical Group Project, Double 8 games Project, Kuobrothers Project, Uber	2.7		2.7	20
2	2	Dentsu	FMCG Client	1.1		1.1	16
3	4	Wunderman Thompson	Brand's, Lian Hwa Foods corporation project, Nien Made Project, Johnson & Johnson Project	0.5		0.5	8
4	3	VMLY&R	Intel	0.5		0.5	1
5	5	Publicis	CITIBANK TAIWAN LTD Project, Pepsico Foods Taiwan	0.5		0.5	4
6	6	Leo Burnett	Samsung Project, Google Project, Adidas Project, Ferrero Project, Pchome Online Inc Project	0.3		0.3	6
7	7	McCann WorldGroup	CITIZEN Project, Pernod Ricard Project, Remy Cointeau Project	0.2		0.2	3
8	8	BBDO	BMW Project, Laurel project, Samsung Project	0.1		0.1	3

2020(Jan-May)	5.9	61
2019(Jan-May)	4.1	45
YoY Comparison:	43.9%	35.6%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 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	dentsu X	Government Client	1.2	Vitalon	0.9	20
2	2	Carat	IT Client	0.6	Diageo	0.4	19
3	3	Starcom	Abbott, Laural Project, Bio-essence	0.3		0.3	3
4	4	Zenith	Vitalon, DBS Bank	0.4		0.4	2
5	5	PHD	Diageo	0.3		0.3	3
6	6	Mindshare	Brown-Forman Project	0.1		0.1	2
7	7	Vizeum	Auto Client	0.3	Abbott	0.1	7
8	8	Universal McCann	Emirates Airlines	0.1		0.1	1
9	9	MediaCom	Hasbro	0.0		0.0	1
10	10	OMD		0.0	Hasbro	-0.03	0
11	11	Wavemaker		0.0	Bio-essence	-0.1	0
12	12	Havas Media		0.0	Emirates Airlines	-0.2	0

2020(Jan-May)	2.2	58
2019(Jan-May)	5.1	67
YoY Comparison:	-55.6%	-13.4%

2020 Creative & Media (Jan-May)	8.2	119
2019 Creative & Media (Jan-May)	9.2	112
YoY Comparison:	-11.1%	6.3%

METHODOLOGY