



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / June 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	Taiwan Tobacco & Liquor Corporation, Kinmen Kaoliang Liquor, Hakkeijima Aquarium	1.6	Vitalon	1.4	36	
2	2	Carat	Ministry of Education, WeGames Corporation Project, DUO Project	0.8	Porsche	0.7	39	
3	4	Zenith	Vitalon, DBS Bank	0.4		0.4	2	
4	3	Starcom	Dyaco, Abbott, Laural Project, Bio-essence	0.3		0.3	4	
5	7	Vizeum	Excutive Yuan, Nobel Biocare, Boehringer Ingelheim International GmbH Project	0.3	Abbott	0.1	11	
6	5	PHD	Diageo, Porsche, Golden Star NA, Elizabeth Arden	0.1		0.1	5	
7	11	Wavemaker	Asus	0.2	Bio-essence	0.1	1	
8	6	Mindshare	Brown-Forman Project	0.1		0.1	2	
9	8	Universal McCann	Emirates Airlines	0.1		0.1	1	
10	9	MediaCom	Hasbro	0.0		0.03	1	
11	10	OMD	Meiji Project, US Baby	0.0	Hasbro	0.0	2	
12	12	Havas Media		0.0	Emirates Airlines	-0.2	0	
						2020(Jan-Jun)	3.1	104
						2019(Jan-Jun)	5.1	69
						YoY Comparison:	-40.5%	50.7%
						2020 Creative & Media (Jan-Jun)	10.9	186
						2019 Creative & Media (Jan-Jun)	11.5	132
						YoY Comparison:	-5.3%	40.9%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.