

2020 CREATIVE 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	Ogilvy	Samsung Project, Dianthus Medical Group Project, Double 8 games Project, Kuobrothers Project, Uber	3.3		3.3	22
2	2	Dentsu	FMCG Client	1.7		1.7	24
3	5	Publicis	NESTLE Project, CITIBANK TAIWAN LTD Project, Pepsico Foods Taiwan	0.7		0.7	6
4	3	Wunderman Thompson	UCC Project, Brand's, Lian Hwa Foods corporation project, Nien Made Project	0.6		0.6	9
5	4	VMLY&R	Intel	0.5		0.5	1
6	9	Isobar	Haagen-Dazs Project, Amway Project, Hunya Foods Project	0.4		0.4	6
7	6	Leo Burnett	Samsung Project, Google Project, Adidas Project, Pfizer Biotech Corporation Project	0.4		0.4	7
8	7	McCann WorldGroup	Raypal Biomedical Project, CITIZEN Project, Remy Cointeau Project	0.3		0.3	4
9	8	BBDO	BMW Project, Laurel project, Samsung Project	0.1		0.1	3
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2020(Jan-Jun) 7.9 82
2019(Jan-Jun) 6.4 63

YoY Comparison: 23.0% 30.2%

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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, Bioessence	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%

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.