

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	3	Zenith	Vitalon, DBS Bank	0.4		0.4	2	
4	4	Starcom	Wipro Unza, Dyaco, Abbott, Laural Project, Bio-essence	0.4		0.4	5	
5	5	Vizeum	Excutive Yuan, Nobel Biocare, Boehringer Ingelheim International GmbH Project	0.3	Abbott	0.1	11	
6	6	PHD	Diageo, Porsche, Golden Star NA, Elizabeth Arden	0.1		0.1	5	
7	7	Wavemaker	Asus	0.2	Bio-essence	0.1	1	
8	8	Mindshare	Brown-Forman Project, Lindt Project	0.1		0.1	3	
9	9	Universal McCann	Emirates Airlines	0.1		0.1	1	
10	10	MediaCom	Hasbro	0.0		0.03	1	
11	11	OMD	Meiji Project, US Baby	0.0	Hasbro	0.0	2	
12	12	Havas Media	Tommy Hilfiger	0.0	Emirates Airlines	-0.1	1	
						2020(Jan-Aug)	3.3	107
						2019(Jan-Aug)	8.9	171
						YoY Comparison:	-63.5%	-37.4%
						2020 Creative & Media (Jan-Aug)	13.1	205
						2019 Creative & Media (Jan-Aug)	17.3	242
						YoY Comparison:	-24.1%	-15.3%

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.