

## 2020 CREATIVE 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 Sm)	No.of Wins
1	1	Ogilvy	Nestlé Taiwan Project, Chang Shen construction company Project, AstraZeneca (AZ) Project	4.2		4.2	30
2	2	Dentsu	FMCG Client	1.7		1.7	24
3	3	Wunderman Thompson	Chunghua Telecom, UCC Project, Brand's, Nien Made Project	1.1		1.1	10
4	4	Publicis	NESTLE Project, CITIBANK TAIWAN LTD Project, Pepsico Foods Taiwan	0.8		0.8	8
5	5	Leo Burnett	Google Project, PROSPECT HOSPITALITY Project	0.7		0.7	12
6	6	VMLY&R	Intel	0.5		0.5	1
7	7	lsobar	Haagen-Dazs Project, Amway Project, Hunya Foods Project	0.4		0.4	6
8	8	McCann WorldGroup	Raypal Biomedical Project, CITIZEN Project, Remy Cointeau Project	0.3		0.3	4
9	9	BBDO	BMW Project, Laurel project, Samsung Project	0.1		0.1	3

2020(Jan-Aug)	9.8	98
2019(Jan-Aug)	8.3	71
YoY Comparison:	18.1%	38.0%



## **2020 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Taiwan / Aug 2020

RANK THIS MONTH	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	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 R0I.