

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 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	Shinybrands Project, Médecins Sans Frontières Taiwan Project	4.6		4.6	32	
2	2	Dentsu	House Foods Taiwan Co. Project, Fubon Financial Holding Co., Ltd. Project	2.2		2.2	36	
3	5	Leo Burnett	ChungHwa Telecom Project, Proril Pumps Corporation Project	1.4		1.4	16	
4	3	Wunderman Thompson	National Taiwan University Project, Chunghua Telecom, UCC Project, Brand's	1.4		1.4	11	
5	4	Publicis	Diageo Project, Nestle Project, Citibank Project, Pepsico Foods Taiwan	1.1		1.1	10	
6	7	Isobar	Haagen-Dazs Project, Amway Project, Hunya Foods Project	0.6		0.6	8	
7	6	VMLY&R	Intel	0.5		0.5	1	
8	8	McCann WorldGroup	Raypal Biomedical Project, CITIZEN Project, Remy Cointeau Project	0.3		0.3	4	
9	21	Grey Group		0.2		0.2	1	
10	9	BBDO	BMW Project, Laurel project, Samsung Project	0.1		0.1	3	
						2020(Jan-Sep)	12.3	122
						2019(Jan-Sep)	11.6	92
						YoY Comparison:	6.7%	32.6%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 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	Simmons Bedding & Furniture (Taiwan), Xiang Shang Games, Ladylin Lingerie	1.9	Vitalon	1.7	50	
2	2	Carat	Dr. Calorie Project, Yuen Foong Yu Consumer Products Co., Ltd. Project	1.0	Porsche	1.0	61	
3	4	Starcom	Wipro Unza, Dyaco, Abbott, Laural Project, Bio-essence	0.4		0.4	5	
4	3	Zenith	Vitalon, DBS Bank	0.4		0.4	2	
5	6	PHD	Diageo, Porsche, Golden Star NA, Elizabeth Arden	0.2		0.2	6	
6	7	Wavemaker	Asus, Komoe Tech., Lexus, Google Store	0.2	Bio-essence	0.2	6	
7	5	Vizeum	Excutive Yuan, Nobel Biocare, Boehringer Ingelheim International GmbH Project	0.3	Abbott	0.1	15	
8	8	Mindshare	Brown-Forman Project, Lindt Project	0.1		0.1	3	
9	10	MediaCom	Hasbro, Uber	0.1		0.1	2	
10	9	Universal McCann	Emirates Airlines	0.1		0.05	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-Sep)	4.1	154
						2019(Jan-Sep)	9.7	205
						YoY Comparison:	-57.9%	-24.9%
						2020 Creative & Media (Jan-Sep)	16.4	276
						2019 Creative & Media (Jan-Sep)	21.2	297
						YoY Comparison:	-22.7%	-7.1%

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.