

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Oct 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	3	Leo Burnett	Wus Bedding Project, Chin Nan Precision Electronics Project, Youmin Dental Clinic Project	1.6		1.6	19	
4	4	Wunderman Thompson	National Taiwan University Project, Chunghua Telecom, UCC Project, Brand's	1.4		1.4	11	
5	5	Publicis	Sz Jie Li Enterprise Project, Diageo Project, Nestle Project	1.3		1.3	12	
6	6	Isobar	Haagen-Dazs Project, Amway Project, Hunya Foods Project	0.6		0.6	8	
7	7	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	9	Grey Group		0.2		0.2	1	
10	10	BBD0	BMW Project, Laurel project, Samsung Project	0.1		0.1	3	
						2020(Jan-Oct)	12.8	127
						2019(Jan-Oct)	15.5	100
						YoY Comparison:	-17.9%	27.0%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Oct 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	4	Zenith	Nestle, Pfizer, Vitalon, DBS Bank	1.9		1.9	5
2	1	dentsu X	Simmons Bedding & Furniture (Taiwan), Xiang Shang Games, Ladylin Lingerie	1.9	Vitalon	1.7	50
3	3	Starcom	McDonald's, Wipro Unza, Dyaco, Abbott, Laural Project, Bio-essence	1.4		1.4	6
4	8	Mindshare	Brown-Forman Project, Lindt Project	1.4		1.4	4
5	2	Carat	Dr. Calorie Project, Yuen Foong Yu Consumer Products Co., Ltd. Project	1.0	Porsche	1.0	61
6	6	Wavemaker	Asus, Komoe Tech., Lexus, Google Store	0.2	Bio-essence	0.2	6
7	9	MediaCom	Pandora, Hasbro, Uber	0.2		0.2	3
8	7	Vizeum	Excutive Yuan, Novob Biocare, Boehringer Ingelheim International	0.3	Abbott	0.1	15
9	5	PHD	Canal Pray, Buy 123, Diageo, Porsche, Golden Star NA, Elizabeth Arden	0.3		0.1	9
10	10	Universal McCann	Emirates Airlines	0.1		0.1	1
11	12	Havas Media	Tommy Hilfiger	0.0	Emirates Airlines	-0.1	1
12	11	OMD	Garmin, Taiwan High Speed Rail Project, Meiji Project, US Baby	0.0	McDonald's	-1.0	4

2020(Jan-Oct)	6.8	165
2019(Jan-Oct)	10.0	214
YoY Comparison:	-31.5%	-22.9%

2020 Creative & Media (Jan-Oct)	19.6	292
2019 Creative & Media (Jan-Oct)	25.5	314
YoY Comparison:	-23.2%	-7.0%

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.