

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Nov 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	35
2	2	Dentsu	House Foods Taiwan Co. Project, Fubon Financial Holding Co., Ltd. Project	2.2		2.2	36
3	3	Leo Burnett	Google Project, CHETAI Project, AVATACK Project	2.0		2.0	22
4	5	Publicis	Visa Production, Electrolux Project, SZ JIE Project	1.8		1.8	18
5	4	Wunderman Thompson	National Taiwan University Project, Chunghua Telecom, UCC Project, Brand's	1.4		1.4	11
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	Carlsberg	0.2		0.2	1
10	10	BBDO	BMW Project, Laurel project, Samsung Project	0.1		0.1	3
					2020(Jan-Nov)	13.7	139

2020(Jan-Nov) 13.7 139
2019(Jan-Nov) 16.7 106

YoY Comparison: -18.2% 31.1%

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Nov 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	Zenith	Nestle, Pfizer, Vitalon, DBS Bank	1.9		1.9	5
2	2	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	4	Mindshare	Brown-Forman Project, Lindt Project	1.4		1.4	4
5	5	Carat	Dr. Calorie Project, Yuen Foong Yu Consumer Products Co., Ltd. Project	1.0	Porsche	1.0	61
6	6	Wavemaker	Philips, Asus, Komoe Tech., Lexus, Google Store	0.3	Bio-essence	0.2	7
7	7	MediaCom	Pandora, Hasbro, Uber	0.2		0.2	3
8	8	Vizeum	Boehringer Ingelheim International	0.3	Abbott	0.1	15
9	9	PHD	ਨਿਲੀਐਜ Práiਨ Buy⊥≥ਤ, ਸਾਰgeo, Porsche, Golden Star NA, Elizabeth	0.3		0.1	9
10	10	Universal McCann	Emirates Airlines	0.1		0.1	1
11	11	Havas Media	Tommy Hilfiger	0.0	Emirates Airlines	-0.1	1
12	12	OMD	Garmin, Taiwan High Speed Rail Project, Meiji Project, US Baby	0.0	McDonald's	-1.0	4
					2020(Jan-Nov)	6.9	166
					2019(Jan-Nov)	10.2	214
					YoY Comparison:	-32.6%	-22.4%
					2020 Creative & Media (Jan- Nov)	20.6	305
					2019 Creative & Media (Jan- Nov)	27.0	320
					YoY Comparison:	-23.7%	-4.7%

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.

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