

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	Porsche, Golden Star NA, Elizabeth Arden	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 ROI.