

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 2021

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	iconectiv	1.2		1.2	5
2	3	Publicis	Lebledor F&B Co., Ltd Project, TTFB Project	0.3		0.3	2
3	2	Leo Burnett	Medtecs Project, Taiwan Institute Of Economic Research Project	0.0		0.0	2
					2021 (Jan-Feb):	1.6	9
					2020 (Jan-Feb):	2.3	23
					YoY Comparison:	-31.9%	-60.9%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 2021

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	OMD	Reckitt Benckiser, Gamania, Mywufa Project, Mei Wu Fa Project	0.3		0.3	4
2	2	Wavemaker	Yong FengYu	0.1		0.1	1
3	3	Mindshare	Herbalife Taiwan, Alibaba (Tmall)	0.1		0.1	2
					2021 (Jan-Feb):	0.5	7
					2020 (Jan-Feb):	0.0	8
					YoY Comparison:	1810.6%	-12.5%
					2021 Creative & Media ((Jan- Feb))		16
					2020 Creative & Media ((Jan- Feb))	7 A	31
					YoY Comparison:	-12.4%	-48.4%

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.