



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jan 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	12	OMD	Reckitt Benckiser, Gamania, Mywufa Project	0.3		0.3	3
2	6	Wavemaker	Yong FengYu	0.1		0.1	1
3	4	Mindshare	Herbalife Taiwan	0.0		0.0	1

2021 Jan:	0.4	5
2020 Jan:	0.0	6
YoY Comparison:	1490.6%	-16.7%

2021 Creative & Media (Jan)	1.1	11
2020 Creative & Media (Jan)	0.8	14
YoY Comparison:	32.1%	-21.4%

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 ROI.