R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 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, BAUNIS Project, Taiwan Mobile Project	1.8		1.8	8
2	4	Dentsu	Nc Taiwan, Kingston Technology, Tomax Enterprise	1.0		1.0	11
3	2	Publicis	Lebledor F&B Co., Ltd Project, TTFB Project	0.3		0.3	2
4	5	Wunderman Thompson	Lian Hwa Foods Project, Fuji massage chair Project	0.3		0.3	4
5	3	Leo Burnett	GSK Project, Medtecs Project, Taiwan Institute Of Economic Research Project	0.2		0.2	3

2021 (Jan-Mar):	3.7	28
2020 (Jan-Mar):	5.5	54
YoY Comparison:	-32.8%	-48.1%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 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	10	PHD	Diageo	0.4		0.4	1
2	1	OMD	Reckitt Benckiser, Gamania, Mywufa Project, Mei Wu Fa Project	0.3		0.3	4
3	5	dentsu X	NHN PlayArt, Sports Administration,	0.3		0.3	7
4	9	iProspect	Ministry of Health and Welfare, Fubon Insurance, Kobayashi Glasses	0.1		0.1	3
5	6	Starcom	WHOO	0.1		0.1	1
6	11	Universal McCann	Game Bean Project	0.1		0.1	1
7	2	Wavemaker	Yong FengYu	0.1	WHOO	0.0	1
8	4	Zenith		0.0		0.0	0
9	8	MediaCom		0.0		0.0	0
10	12	Havas Media		0.0		0.0	0
11	3	Mindshare	Herbalife Taiwan, Alibaba (Tmall)	0.1		0.0	2
12	7	Carat	Foodpanda Project, Fubon Financial Holding Co., Ltd. Project	0.3		-0.1	18

2021 (Jan-Mar):	1.1	38
2020 (Jan-Mar):	2.1	54
YoY Comparison:	-49.0%	-29.6%

2021 Creative & Media ((Jan-Mar))	4.8	66
2020 Creative & Media ((Jan-Mar))	7.6	108
YoY Comparison:	-37.4%	-38.9%