



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 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	1.9		1.9	10
2	2	Dentsu	Nc Taiwan, Kingston Technology, Tomax Enterprise	1.0		1.0	11
3	3	Publicis	Sunny Hills Delights Inc. Project, Lebledor F&B Co., Ltd Project, TTFB Project	0.5		0.5	3
4	4	Wunderman Thompson	Lian Hwa Foods Project, Fuji massage chair Project	0.3		0.3	4
5	5	Leo Burnett	GSK Project, Medtecs Project, Taiwan Institute Of Economic Research Project	0.2		0.2	3
6	10	BBDO	Auto Client	0.2		0.2	1
						2021 (Jan-Apr):	4.0 32
						2020 (Jan-Apr):	5.6 56
						YoY Comparison:	-28.5% -42.9%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 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, Gamaia, 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-Apr):	1.2 43
						2020 (Jan-Apr):	2.1 55
						YoY Comparison:	-43.8% -21.8%
						2021 Creative & Media ((Jan-Apr))	5.2 75
						2020 Creative & Media ((Jan-Apr))	7.8 111
						YoY Comparison:	-32.7% -32.4%

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.