



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 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	PHD	Diageo, Nongchunxiang	0.4		0.4	2
2	3	dentsu X	NHN PlayArt, Sports Administration,	0.3		0.3	7
3	2	OMD	SIMBALION, Meiwufa - Summer Project, Reckitt Benckiser, Gamania	0.4	Cigna	0.3	6
4		Initiative	Cigna	0.1		0.1	1
5	4	Zenith	IT Client	0.1		0.1	2
6	5	iProspect	Ministry of Health and Welfare, Fubon Insurance, Kobayashi Glasses	0.1		0.1	3
7	6	Starcom	WHOO	0.1		0.1	1
8	7	Universal McCann	Game Bean Project	0.1		0.1	1
9	8	Wavemaker	Yong FengYu	0.1	WHOO	0.0	1
10	11	Mindshare	iPare Project, Herbalife Taiwan, Alibaba (Tmall)	0.1		0.0	3

2021 (Jan-May):	1.2	45
2020 (Jan-May):	2.2	58
YoY Comparison:	-45.8%	-22.4%

2021 Creative & Media ((Jan-May))	6.0	80
2020 Creative & Media ((Jan-May))	8.2	119
YoY Comparison:	-26.5%	-32.8%

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.