

2021 CREATIVE 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	Ogilvy	Homeplus digital, iconectiv, BAUNIS Project, Taiwan Mobile Project	2.2		2.2	11
2	2	Dentsu	Nc Taiwan, Kingston Technology, Tomax Enterprise	1.0		1.0	11
3	4	Wunderman Thompson	Lian Hwa Foods Project, Fuji massage chair Project	0.7		0.7	5
4	3	Publicis	Sunny Hills Delights Inc. Project, Lebledor F&B Co., Ltd Project, TTFB Project	0.5		0.5	3
5	6	BBD0	Auto Client	0.3		0.3	2
6	5	Leo Burnett	GSK Project, Medtecs Project, Taiwan Institute Of Economic Research Project	0.2		0.2	3
					2021 (Jan-May):	4.8	35

2021 (Jan-May): 4.8 35
2020 (Jan-May): 5.9 61
YoY Comparison: -19.1% -42.6%

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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 R0I.

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