

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jun2021

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	PX Pay, Test Rite Group, FarEasTone Telecom	3.1		3.1	19	
2	2	Dentsu	Nc Taiwan, Kingston Technology, Tomax Enterprise	1.0		1.0	11	
3	3	Wunderman Thompson	Lian Hwa Foods Project, Fuji massage chair Project	0.7		0.7	5	
4	6	Leo Burnett	Samsung Electronics Taiwan Co., Ltd. Project, Coke Project, GIANT MANUFACTURING CO., LTD Project	0.5		0.5	7	
5	4	Publicis	RECKITT BENCKISER HONG KONG LIMITED TAIWAN BRANCH Project, Sunny Hills Delights Inc. Project, Lebledor F&B Co., Ltd Project	0.5		0.5	4	
6	7	Isobar	the glenlivet Project	0.4		0.4	4	
7	5	BBDO	Auto Client	0.3		0.3	2	
						2021 (Jan-Jun):	6.4	52
						2020 (Jan-Jun):	7.9	82
						YoY Comparison:	-18.5%	-36.6%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jun 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	2	dentsu X	GU TAIWAN, Maywufa Company, KING CAR GROUP	0.5		0.5	20
2	13	Carat	SHREWD Project, Pizza Hut Taiwan Project	0.9		0.5	27
3	1	PHD	Diageo, Nongchunxiang	0.4		0.4	2
4	3	OMD	Philips, Harmony, Formosa Biomedical Technology Project	0.4	Cigna	0.3	9
5	6	iProspect	J.P. Morgan Securities, Ministry of Education, The Judicial Yuan	0.3		0.3	7
6	4	Initiative	Cigna	0.1		0.1	1
7	5	Zenith	IT Client	0.1		0.1	2
8	7	Starcom	WHOO, IKEA Project	0.1		0.1	2
9	8	Universal McCann	Game Bean Project	0.1		0.1	1
10	10	Mindshare	Lalamove, iPare Project, Herbalife Taiwan, Alibaba (Tmall)	0.1		0.0	4
11	9	Wavemaker	Yong FengYu	0.1	WHOO	0.0	1

2021 (Jan-Jun): 2.3 76

2020 (Jan-Jun): 3.1 104

YoY Comparison: -25.5% -26.9%

2021 Creative & Media ((Jan-Jun)) 8.7 128

2020 Creative & Media ((Jan-Jun)) 10.9 186

YoY Comparison: -20.5% -31.2%

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.