



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jul 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	dentsu X	GU TAIWAN, Maywufa Company, KING CAR GROUP	0.5		0.5	20
2	2	Carat	SHREWD Project, Pizza Hut Taiwan Project	0.9		0.5	27
3	3	PHD	Diageo, Nongchunxiang	0.4		0.4	2
4	4	OMD	Philips, Harmony, Formosa Biomedical Technology Project	0.4	Cigna	0.3	9
5	5	iProspect	J.P. Morgan Securities, Ministry of Education, The Judicial Yuan	0.3		0.3	7
6	11	Wavemaker	Yong FengYu	0.2	WHOO	0.1	2
7	10	Mindshare	Brown Forman, M!dea Project, Essilor	0.2		0.1	8
8	6	Initiative	Cigna	0.1		0.1	1
9	7	Zenith	IT Client	0.1		0.1	2
10	8	Starcom	WHOO, IKEA Project	0.1		0.1	2
11	9	Universal McCann	Game Bean Project	0.1		0.1	1

2021 (Jan-Jul):	2.4	81
2020 (Jan-Jul):	3.1	105
YoY Comparison:	-20.2%	-22.9%

2021 Creative & Media ((Jan-Jul))	9.1	139
2020 Creative & Media ((Jan-Jul))	11.8	192
YoY Comparison:	-23.2%	-27.6%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.