

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	Sourcecodecap, Gilead Sciences, PX Pay, Test Rite Group, FarEasTone Telecom	4.1		4.1	24
2	2	Dentsu	Nc Taiwan, Kingston Technology, Tomax Enterprise	1.0		1.0	11
3	4	Leo Burnett	WEI CHUAN FOODS Project, HENG SHAN SOCIAL WELFARE FOUNDATION Project	0.9		0.9	13
4	3	Wunderman Thompson	Lian Hwa Foods Project, Fuji massage chair Project	0.7		0.7	6
5	5	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	6	Isobar	the glenlivet Project	0.4		0.4	4
7	7	BBD0	Hotai and ctbc bank Project	0.3		0.3	3
2021 (Jan-Aug):						7.8	65
2020 (Jan-Aug):						8.8	87
YoY Comparison:						-11.5%	-25.3%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	3	PHD	Unilever, Diageo, Nongchunxiang	1.7		1.7	3
2	1	dentsu X	GU TAIWAN, Maywufa Company, KING CAR GROUP	0.5		0.5	20
3	2	Carat	SHREWD Project, Pizza Hut Taiwan Project	0.9		0.5	27
4	4	OMD	Philips, Harmony, Formosa Biomedical Technology Project	0.5	Cigna	0.4	10
5	5	iProspect	J.P. Morgan Securities, Ministry of Education, The Judicial Yuan	0.3		0.3	7
6	6	Wavemaker	Yong FengYu	0.2	WHOO	0.1	2
7	7	Mindshare	Brown Forman, M!dea Project, Essilor	0.2		0.1	8
8	8	Initiative	Cigna	0.1		0.1	1
9	9	Zenith	IT Client	0.1		0.1	2
10	10	Starcom	WHOO, IKEA Project	0.1		0.1	2
11	11	Universal McCann	Game Bean Project	0.1		0.1	1
12	13	Havas Media	Forevermark & De Beers	0.1		0.1	1

2021 (Jan-Aug):	3.8	84
2020 (Jan-Aug):	3.1	105
YoY Comparison:	24.2%	-20.0%

2021 Creative & Media ((Jan-Aug))	11.6	149
2020 Creative & Media ((Jan-Aug))	11.8	192
YoY Comparison:	-2.2%	-22.4%

### 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](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.