

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 2021

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	1	Ogilvy	Sourcecodecap, Gilead Sciences, PX Pay, Test Rite Group, FarEasTone Telecom	4.1		4.1	24
2	3	Leo Burnett	Samsung Electronics Taiwan Project, Coke Project	1.1		1.1	16
3	2	Dentsu	Nc Taiwan, Kingston Technology, Tomax Enterprise	1.0		1.0	11
4	4	Wunderman Thompson	Lian Hwa Foods Project, Fuji massage chair Project	1.0		1.0	7
5	6	Isobar	the glenlivet Project	0.8		0.8	11
6	5	Publicis	RECKITT BENCKISER HONG KONG LIMITED TAIWAN BRANCH Project,	0.5		0.5	4
7	7	BBDO	Hotai and ctbc bank Project	0.3		0.3	3
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					2021 (Jan-Sep):	8.7	76
					2020 (Jan-Sep):	12.3	122
					YoY Comparison:	-29.5%	-37.7%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Sep 2021

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)		CENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	PHD	Unilever, Diageo, Nongchunxiang	1.7			1.7	3
2	2	dentsu X	GU TAIWAN, Maywufa Company, KING CAR GROUP	0.7			0.7	33
3	3	Carat	FUJIFILM Business Innovation Taiwan Co., Ltd Project, New Taipei City Government Project	0.9			0.5	34
4	5	iProspect	Ferrero, Centers for Disease Control Taiwan, Kakao Page Taiwan	0.4			0.4	14
5	4	OMD	Kimpton, Philips, Harmony, Formosa Biomedical Technology Project	0.5	Cigna		0.4	11
6	7	Mindshare	HLH, Boehringer Ingelheim Project, Brown Forman, M!dea Project,	0.2			0.1	10
7	6	Wavemaker	Yong FengYu	0.2	WHOO		0.1	2
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	12	Havas Media	Forevermark & De Beers	0.1			0.1	1
						2021 (Jan-Sep):	4.2	114
						2020 (Jan-Sep):	4.1	154
						YoY Comparison:	4.0%	-26.0%

2021 Creative & Media ((Jan- Sep))	12.9	190
2020 Creative & Media ((Jan- Sep))	16.4	276
YoY Comparison:	-21.2%	-31.2%

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.