

2021 MEDIA 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 \$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%

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.