

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Oct 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	Chanel, Subway, Coin Master Project	2.1		2.1	7
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	OMD	SKIS Bank Project, Kimpton, Philips, Harmony, Formosa Biomedical Technology Project	0.5	Cigna	0.4	13
5	4	iProspect	Ferrero, Centers for Disease Control Taiwan, Kakao Page Taiwan	0.4		0.4	14
6	7	Wavemaker	Yong FengYu	0.2	WHOO	0.1	2
7	8	Initiative	Cigna	0.1		0.1	1
8	6	Mindshare	HLH, Boenringer Ingeineim Project, Brown Forman, Midea Project, Fesilor	0.2	Subway	0.1	10
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-Oct):	4.2 114
						2020 (Jan-Oct):	4.1 154
						YoY Comparison:	4.0% -26.0%
						2021 Creative & Media ((Jan-Oct))	12.9 190
						2020 Creative & Media ((Jan-Oct))	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.