

## **2021 CREATIVE 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	Ogilvy	Biogen, Qualcomm TW	4.2		4.2	27
2	2	Leo Burnett	Samsung Electronics Taiwan Project, Coke Project	1.1		1.1	16
3	3	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	5	Isobar	the glenlivet Project	0.8		0.8	11
6	6	Publicis	RECKITT BENCKISER HONG KONG LIMITED TAIWAN BRANCH Project,	0.5		0.5	4
7	7	BBDO	Line Project, Family Mart Project, Hotai and ctbc bank Project	0.3		0.3	5
					2021 (Jan-Oct):	8.7	76
					2020 (Jan-Oct):	12.3	122

YoY Comparison:

1



## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Taiwan / Oct 2021

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)		ENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	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, M!dea 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 Cre	ative & Media ((Jan-	12.9	190

## 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 R0I.

2020 Creative & Media ((Jan-

YoY Comparison:

276

-31.2%

2