

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Nov 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	Highwealth Construction, Taipei Performing Arts Center, Biogen, Qualcomm TW	4.3		4.3	29
2	4	Wunderman Thompson	Lian Hwa Foods Project, Fuji massage chair Project	1.2		1.2	9
3	2	Leo Burnett	Samsung Electronics Taiwan Project, Coke Project	1.1		1.1	16
4	3	Dentsu	Nc Taiwan, Kingston Technology, Tomax Enterprise	1.0		1.0	11
5	5	Isobar	the glenlivet Project	0.8		0.8	11
6	6	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
7	7	BBDO	Line Project, Family Mart Project, Hotai and ctbc bank Project	0.3		0.3	5
						2021 (Jan-Nov):	9.1 85
						2020 (Jan-Nov):	13.7 139
						YoY Comparison:	-33.3% -38.8%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Nov 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	4	OMD	Beiersdorf, SKIS Bank Project, Kimpton, Philips, Harmony	0.7	Cigna	0.6	14
4	3	Carat	FUJIFILM Business Innovation Taiwan Co., Ltd Project, New Taipei City Government Project	0.9		0.5	34
5	13	MediaCom	The Coca-Cola Company	0.5		0.5	1
6	5	iProspect	Ferrero, Centers for Disease Control Taiwan, Kakao Page Taiwan	0.4		0.4	14
7	6	Wavemaker	Yong FengYu	0.2	WHOO	0.1	2
8	7	Initiative	Cigna	0.1		0.1	1
9	11	Universal McCann	Dyson, Game Bean Project	0.1		0.1	2
10	9	Zenith	IT Client	0.1		0.1	2
11	8	Mindshare	HLH, Boehringer Ingelheim Project, Brown Forman, Midea Project, Essilor	0.2	Subway	0.1	11
12	10	Starcom	WHOO, IKEA Project	0.1		0.1	2
13	12	Havas Media	Forevermark & De Beers	0.1		0.1	1

2021 (Jan-Nov):	5.4	124
2020 (Jan-Nov):	6.9	166
YoY Comparison:	-21.8%	-25.3%

2021 Creative & Media ((Jan-Nov))	14.5	209
2020 Creative & Media ((Jan-Nov))	20.6	305
YoY Comparison:	-29.4%	-31.5%

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.