



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Dec 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	1.6		1.6	44
3	4	Carat	NC SOFT_Reservation Campaign Project, SHOPEE Project	1.2		0.8	46
4	3	OMD	Beiersdorf, SKIS Bank Project, Kimpton, Philips, Harmony	0.7	Cigna	0.6	14
5	5	MediaCom	The Coca-Cola Company	0.5		0.5	1
6	6	iProspect	Amway, Ferrero, Centers for Disease Control Taiwan, Kakao Page Taiwan	0.4		0.4	21
7	11	Mindshare	HLH, Boehringer Ingelheim Project, Brown Forman, MIdea Project, Essilor	0.3	Subway	0.1	12
8	7	Wavemaker	Yong FengYu	0.2	WHOO	0.1	2
9	8	Initiative	Cigna	0.1		0.1	1
10	9	Universal McCann	Dyson, Game Bean Project	0.1		0.1	2
11	10	Zenith	IT Client	0.1		0.1	2
12	12	Starcom	WHOO, IKEA Project	0.1		0.1	2
13	13	Havas Media	Forevermark & De Beers	0.1		0.1	1

2021 (Jan-Dec):	6.6	155
2020 (Jan-Dec):	7.3	193
YoY Comparison:	-9.5%	-19.7%

2021 Creative & Media ((Jan-Dec))	17.1	251
2020 Creative & Media ((Jan-Dec))	22.2	349
YoY Comparison:	-22.8%	-28.1%

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.