

## **2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

Taiwan / Jan 2022

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	6	BBDO	Imperial Tobacco Retainer	0.6		0.6	2
2	1	Ogilvy	Wowprime Group	0.1		0.1	1
					2022(Jan)	0.6	3
					2021(Jan)	0.7	6
					YoY Comparison:	-10.6%	-50.0%

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## **2022 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Taiwan / Jan 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	7	Mindshare	DAIKEN BIOMEDICAL Project	0.0		0.0	1
2	4	OMD	Bulk Homme Digital	0.0		0.0	1
					2022(Jan)	0.1	2
					2021(Jan)	0.4	5
					YoY Comparison:	-87.4%	-60.0%
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					2022 Creative & Media (Jan)	0.7	5
					2021 Creative & Media (Jan)	1.1	11
					YoY Comparison:	-38.4%	-54.5%

## 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 R0I.