

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 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	1	BBDO	Imperial Tobacco Retainer, Family Mart project	0.6		0.6	3
2	2	Ogilvy	Wowprime Group	0.1		0.1	1
					2022(Jan-Feb)	0.6	4
					2021(Jan-Feb)	1.6	9
					YoY Comparison:	-60.4%	-55.6%

1



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Feb 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	1	Mindshare	DAIKEN BIOMEDICAL Project	0.0		0.0	1
2	2	OMD	Bulk Homme Digital	0.0		0.0	1
					2022(Jan-Feb)	0.1	2
					2021(Jan-Feb)	0.5	7
					YoY Comparison:	-89.5%	-71.4%
					2022 Creative & Media (Jan- Feb)		6
					2021 Creative & Media (Jan- Feb)		16
					YoY Comparison:	-67.1%	-62.5%

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.