

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 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	4	Dentsu	Watson's Personal Care Stores, Limited, Canon, Meganeichiba Taiwan	1.6		1.6	13
2	1	BBDO	Imperial Tobacco Retainer, Family Mart project	0.6		0.6	3
3	2	Ogilvy	TR Home, Wowprime Group	0.3		0.3	6
4	22	FCB	Malaysia, Korea, Taiwan	0.1		0.1	2

2022(Jan-Mar)	2.6	24
2021(Jan-Mar)	3.7	28
YoY Comparison:	-30.3%	-14.3%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Mar 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	5	Carat	A Mid-Size Financial Client Project, Lion Chemical Industry	0.2		0.2	18
2	7	iProspect	Kering, Bureau of Animal and Plant Health	0.2		0.2	8
3	4	dentsu X	Soft-World International Corporation, KKBOX, JAGUAR LAND ROVER Project	0.1		0.1	7
4	2	OMD	Bulk Homme Digital, KGI, Danone, Sleep Energy Taiwan	0.1		0.1	9
5	1	Mindshare	DAIKEN BIOMEDICAL Project	0.0		0.0	1

2022(Jan-Mar)	0.7	43
2021(Jan-Mar)	1.1	38
YoY Comparison:	-34.8%	13.2%

2022 Creative & Media (Jan- Mar)	3.3	67
2021 Creative & Media (Jan- Mar)	4.8	66
YoY Comparison:	-31.3%	1.5%

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.