

## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 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	Dentsu	Watson's Personal Care Stores, Limited, Canon, Meganeichiba Taiwan	1.6		1.6	13
2	2	BBDO	Imperial Tobacco Retainer, Family Mart project	0.6		0.6	4
3	3	Ogilvy	Ørsted Taiwan, MSD, TR Home, Wowprime Group	0.4		0.4	8
5	5	Wunderman Thompson	FMCG Client	0.3		0.3	3
4	4	FCB	Malaysia, Korea, Taiwan	0.1		0.1	2

2022(Jan-Apr)	2.9	30
2021(Jan-Apr)	3.7	28
<b>YoY Comparison:</b>	-20.1%	7.1%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Apr 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	Carat	A Mid-Size Financial Client Project, Lion Chemical Industry	0.2		0.2	18	
2	2	iProspect	Kering, Bureau of Animal and Plant Health	0.2		0.2	8	
3	3	dentsu X	Soft-World International Corporation, KKBOX,JAGUAR LAND ROVER Project	0.1		0.1	7	
4	4	OMD	Bulk Homme Digital, KGI, Danone, Sleep Energy Taiwan	0.1		0.1	10	
5	5	Mindshare	DAIKEN BIOMEDICAL Project	0.0		0.0	1	
						2022(Jan-Apr )	0.7	44
						2021(Jan-Apr )	1.1	38
						YoY Comparison:	-33.0%	15.8%
						2022 Creative & Media (Jan-Apr )	3.7	74
						2021 Creative & Media (Jan-Apr )	4.8	66
						YoY Comparison:	-23.0%	12.1%

**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 Apr keting ROI.