

# 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 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	Edrington Proejct, IINE shopping Proejct	0.6		0.6	6
3	3	Ogilvy	Taiwan High Speed Rail, Uber, Central Weather Bureau	1.1		1.1	12
5	5	Wunderman Thompson	FMCG Client	0.3		0.3	3
4	4	FCB	Malaysia, Korea, Taiwan	0.1		0.1	2

2022(Jan-May )	3.7	36
2021(Jan-May )	4.8	35
YoY Comparison:	-23.4%	2.9%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / May 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	2	iProspect	Kering, Bureau of Animal and Plant Health	0.2		0.2	8
2	1	Carat	A Mid-Size Financial Client Project, Lion Chemical Industry	0.2		0.2	18
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	0.1		0.1	3
						2022(Jan-May )	0.8 46
						2021(Jan-May )	1.2 45
						YoY Comparison:	-38.3% 2.2%
						2022 Creative & Media (Jan-May )	4.4 82
						2021 Creative & Media (Jan-May )	6.0 80
						YoY Comparison:	-26.4% 2.5%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 Agency ROI.