R3 WORLDWIDE

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jul 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	Taiwan Securities Association, Lungyen Life Service Corporation Project	2.9		2.9	38
2	3	Ogilvy	Twin Towers Construction, PX Mart, Gamamobi	1.8		1.8	16
3	7	Isobar	PepsiCo, Taiwan Shiseido, Zespri	1.7		1.7	17
4	2	BBDO	Edrington Proejct, IINE shopping Proejct	0.6		0.6	6
5	5	Wunderman Thompson	FMCG Client	0.3		0.3	3
6	4	FCB	Malaysia, Korea, Taiwan	0.1		0.1	2
					2022(Jan-Jul)	7.3	82
					2021(Jan-Jul)	6.6	58
					YoY Comparison:	10.0%	41.4%

R3 WORLDWIDE

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Jul 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	3	dentsu X	KINMEN KAOLIANG LIQUOR INC Project, Toshiba Project, Gjun information Co., Ltd. Project	0.8		0.8	25
2	12	Starcom	AmazingTalker	0.6		0.6	3
3	2	Carat	MG Motors Taiwan, Lian Hwa Foods Corporation Project, LINKING INT'L	0.3		0.3	28
4	1	iProspect	Homeplus Digital Co., Ltd, Pxmart Co Ltd Project, Mayfull Foods Corporation Project	0.2		0.2	18
5	11	Zenith	Robert Bosch	0.2		0.2	1
6	5	Mindshare	DAIKEN BIOMEDICAL Project	0.2		0.2	5
7	9	Initiative	ESPRIT	0.2		0.2	1
8	4	OMD	LOTUS PHARMACEUTICAL, Bulk Homme Digital, KGI, Danone, Sleep Energy Taiwan	0.1		-0.1	11
9	8	Wavemaker		0.0		-0.2	0

2022(Jan-Jul)	2.3	92
2021(Jan-Jul)	2.4	81
YoY Comparison:	-7.5%	13.6%

2022 Creative & Media (Jan-Jul)	9.6	174
2021 Creative & Media (Jan-Jul)	9.1	139
YoY Comparison:	5.3%	25.2%

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.