

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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	Dentsu	Taiwan Securities Association, Lungyen Life Service Corporation Project	2.9		2.9	38
2	2	Ogilvy	LCY CHEMICAL CORP., Cathay Bank	1.9		1.9	18
3	3	Isobar	PepsiCo, Taiwan Shiseido, Zespri	1.7		1.7	17
4	4	Publicis Worldwide	STARLUX Airlines, Jingshuo Optical Co., Ltd.	1.0		1.0	5
5	6	BBDO	IQOS Project, Edrington Proejct, IINE shopping Proejct	0.7		0.7	7
6	5	Leo Burnett	Taiwan High Speed Rail, Edrington	0.6		0.6	3
7	7	Wunderman Thompson	FMCG Client	0.3		0.3	3
8	8	FCB	Malaysia, Korea, Taiwan	0.1		0.1	2
					2022/lan Aug	0.4	02

2022(Jan-Aug) 9.1 93
2021(Jan-Aug) 7.8 65
YoY Comparison: 17.0% 43.1%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Taiwan / Aug 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 X	KINMEN KAOLIANG LIQUOR INC Project, Toshiba Project, Gjun information Co., Ltd. Project	0.8		0.8	25
2	2	Starcom	AmazingTalker	0.6		0.6	3
3	3	Carat	MG Motors Taiwan, Lian Hwa Foods Corporation Project, LINKING INT'L	0.3		0.3	28
4	4	iProspect	Homeplus Digital Co., Ltd, Pxmart Co Ltd Project, Mayfull Foods Corporation Project	0.2		0.2	18
5	5	Mindshare	Tiffany & Co, DAIKEN BIOMEDICAL Project	0.2		0.2	6
6	6	Zenith	Robert Bosch	0.2		0.2	1
7	7	Initiative	ESPRIT	0.2		0.2	1
8	8	OMD	Homme Digital, KGI, Danone, Sleep	0.1		-0.1	11
9	9	Wavemaker	-	0.0		-0.2	0
					2022(Jan-Aug)	2.3	93
					2021(Jan-Aug)	3.8	84
					YoY Comparison:	-40.5%	10.7%
				20	22 Creative & Media (Jan-Aug)	11.4	186
				20	21 Creative & Media (Jan-Aug)	11.6	149
					YoY Comparison:	-1.9%	24.8%

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 R0I.

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