

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB ¥m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ¥m)	No.of Wins
1	1	Ogilvy	Whittaker's Project, App Annie Project, Haier Project	160.4		160.4	75
2	2	Isobar	FMCG Client	64.0		64.0	35
3	5	Publicis	HuiRen Medical Project, Oppo Project, Madame Tussauds Project	57.5	FMCG Client	51.0	60
4	6	Saatchi & Saatchi	Mondelez(Gum and Candy), Flower Imperial Family	45.2		45.2	7
5	3	Cheil Worldwide	FMCG Client	38.0		38.0	19
6	4	TBWA	Bellamy's Organic, L'Oreal Project, Piaget Project	33.3	Bosch	31.3	8
7	11	Leo Burnett	China Mobile(And 4G), Huawei B2B, Whirlpool, Dream Cruise	30.8		30.8	8
8	9	J Walter Thompson	Unilever Project, Huawei Project, Yimin Project	34.6	FMCG Client	28.0	30
9	7	Havas Worldwide	Huawei Smartphone Project	26.1		26.1	1
10	8	DDB	EVO Project, J&J Listerine(Digital), LIMA Motorised Scooter	21.4		21.4	8
11	12	McCann WorldGroup	GITI Project, LVMH Project, Kingold Group Project	17.7		17.7	23
12	10	Dentsu	Auto Client	17.1	Jing Dong Project	16.9	18
13	13	BBDO	MetLife	10.4		10.4	2
14	16=	Y&R	China Southern Airline, Bosch	9.5		9.5	3
15=	14=	AKQA	Johnson's Baby Digital	6.5		6.5	1
15=	14=	Wieden & Kennedy	AB InBev - Corona	6.5		6.5	1
15=	16=	FCB	Nubia Z11	6.5		6.5	2
18=	16=	Mullen Lowe		0.0		0.0	0
18=	16=	Grey Group		0.0		0.0	0
18=	16=	M&C Saatchi		0.0		0.0	0
18=	16=	BBH		0.0		0.0	0
						570.3	301

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB ¥ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ¥ m)	No.of Wins
1	1	Carat	Dream Cruises, Bright Dairy Project, Nippon (Ecommerce)	41.3		41.3	26
2	5	Zenith	Alibaba(Planning&Research), Youxin, New Balance	31.6		31.6	10
3	2	Mindshare	Hitachi, Yili (Digital), KangShiFu(Digital), Nubia Mobile Phones	48.9	FMCG Client Project	26.4	5
4	6	MediaCom	AirChina (Planning), Travelzoo, Bank of China Project	21.0	Car Client(Digital)	17.5	7
5	4	Vizeum	FMCG Client Project	13.7		13.7	4
6	3	OMD	Sony Pictures, Carlsberg	13.0	SilkAir	12.8	3
7	7	Dentsu Media	IT Client	5.3		5.3	1
8	8	Allyes	Snow Beer (Online)	3.3		3.3	1
9	9	Starcom	Yi Ou Lai	3.4	Luxury Client	2.8	2
10	10=	Havas Media	Philips Lighting, Parmigiani, Remy Martin Project	2.1		2.1	7
11	10=	Initiative		0.0		0.0	0
12	13	Universal McCann	VF Group, Ningbo Fangte	3.1	Sony Pictures	-0.1	2
13	10=	Maxus		0.0	Nikon	-0.2	0
14	14	PHD	Carnical Cruise Lines	1.0	New Balance	-2.2	1
15	15	MEC	MeituanWaimai	3.6	IT Client(Search)	-3.2	1
						151.0	70

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 ROI.