2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Apr 2017

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	Lexin Financial Technology (Fen Qi Le), Tencent Project,	117.2		117.2	42
2	2	Isobar	FMCG Client	106.0		106.0	62
3	3	McCann WorldGroup	Mengniu , Maybelline Project, Sanjiu，Vichy Project	42.5		42.5	22
4	4	Dentsu	Car Client	35.6		35.6	13
5	5	Cheil	China Unicom，FAW-Volkswagen Brands	21.5		21.5	2
6	6	Saatchi & Saatchi	Geely, Sands Project, Sands , Wanning Project	17.1	A.O.Smith	14.1	4
7=	7	Publicis	P&G Project, Huawei Project, Tencent Project	13.3	PETCO	13.0	22
7=	8	FCB	WM Motor	13.0		13.0	1
9=	9	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
9=	10	Allyes	SAIC MOTOR	13.0	Changan Ford	12.4	1
11	11	M&C Saatchi	SGMW auto 510 model, AMT platform service	9.8		9.8	2
12	13	Leo Burnett	China Construction Bank, WeBank, Amazon Project	5.0		5.0	3
13	19	DDB	Sakura Kitchen, Pehchaolin Project, Wrigley - Skittles Christmas Project	13.2	XTEP	2.9	6
14	12	Hylink	Brand USA	2.0		2.0	1
15	14	Bin Tang	Nestle HOD Digital	0.7		0.7	1
16=	15=	BBDO		0.0		0.0	0
16=	15=	Grey Group		0.0		0.0	0
16=	15=	Havas Worldwide		0.0		0.0	0
16=	15=	TBWA		0.0		0.0	0
20	20	J Walter Thompson	HuaWei Project, Belcube Project, NEW WELL Project	27.2	China Unicom	1.3	30
						409.2	216

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 2017

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	5	Dentsu Media	Car Client	123.9		123.9	5
2	1	MediaCom	FAW Group, Didi, Viking Cruises	111.5		111.5	7
3	8	Mindshare	Chery Jaguar Land Rover (Buying), Home Credit, Shui Jing Fang	99.5		99.5	6
4	2	MEC	Mercedes Benz, Amazon, Vitasoy TV buying	61.3		61.3	5
5	3	Zenith	Bank of Communications, Didi,	51.2		51.2	4
6	-	GIMC	FAW Group	32.6		32.6	1
7	4	Carat	FMCG Client	11.9	Shiseido (Digital buying)	10.6	15
8	10	OMD	Greenland Group Project	10.2		10.2	3
9	6	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
10	7	PHD	Huawei Consumer BG, HP(digital), Unionpay International Project	43.7	Bank of Communications	5.5	3
11	9	Havas Media	China Citic Bank, UGG (Digital), Inoherb	4.4		4.4	7
12	-	Reload	Nestle (Social Media)	3.6		3.6	2
13	11=	Vizeum	Finance Client	1.3		1.3	3
14	-	Blue 449	Tmall Project	0.3		0.3	1
15	11=	Initiative		0.0		0.0	0
16	11=	Mediavest Spark		0.0		0.0	0
17	15	Starcom		0.0	Tourism Client	-1.8	0
18	11=	Universal McCann	Coach Global	1.3	Amazon	-10.7	1
19	16	Maxus		0.0	Huawei Consumer BG	-26.1	0
						483.8	64