

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	Inmarsat Aviation, Macau Shopping Festival Project, Sony Music	258.6	Hasbro/Play-doh Project	246.2	77
2	2	Isobar	FMCG Client	161.0		161.0	117
3	5	Dentsu	Car Client	72.3		72.3	44
4	3	McCann WorldGroup	SVR Project, Nanjing Happy Valley Project, 阳光汇金所 (HFAX) Project	60.7	Hisense	58.6	38
5	4	Leo Burnett	China Resources Corporation Project, Volkswagen Strategy Project, Pfizer Project	43.5		43.5	13
6	6	Wieden & Kennedy	BMW China Digital, Kentucky Fried Chicken project, Converse Jack Purcell project	43.0		43.0	4
7	7	Publicis	Chile cherry Project, Marti Derm Project, Tsing Tao Beer Project	36.9	PETCO	36.5	43
8	8	J Walter Thompson	Tsingtao Beer Project, Tencent Finance Project, GuanYuan, EsteeLauder Project	55.3	China Unicom	29.3	43
9	10	Saatchi & Saatchi	General Mills - Yoplain Project, Geely, Sands Project, Sands , Wanning Project	29.6	A.O.Smith	26.6	11
10	9	Cheil	China Unicom, FAW-Volkswagen Brands	21.5		21.5	2
11	11	DDB	Hisense, Overseas Chinese Town (华侨城) Project, ecoStore Project	25.8	XTEP	15.4	16
12	12	FCB	WM Motor	13.0		13.0	1
13	13	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
14	14	Allyes	SAIC MOTOR	13.0	Changan Ford	12.4	1
15	15	M&C Saatchi	SGMW auto 510 model, AMT platform service	9.8		9.8	2
16	16	Reload	Unilever Dove Social	6.5		6.5	1
17	17	TSLA	CitizenM and Artyzen Hospitality Group	3.3		3.3	1
18	18	VML	Fruiti, Sougou	2.6		2.6	2
19	19	Hylink	Brand USA	2.0		2.0	1
20	20	Bin Tang	Nestle HOD Digital	0.7		0.7	1
						813.9	422

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Mindshare	IBM, Supor, V Credit, Yum!, Diageo, Home Credit	219.5	Car Client	196.6	13
2	3	MediaCom	Fonterra, Oldtown White Coffee, PSA Group Global, Burt's Bees	156.2	Car Client	154.2	15
3	2	dentsu X	Car Client	125.9	Fonterra	117.4	11
4	18	Blue 449	Alibaba (Media Planning)	49.2		49.2	2
5-	4	GIMC	FAW Group	32.6		32.6	1
5-	5	GroupM	LVMH	32.6		32.6	1
7	6	Wavemaker	Mercedes Benz, Amazon, Vitasoy TV buying	61.3	Haier Project	29.2	5
8	7	Carat	FMCG Client	32.9	Shiseido (Digital buying)	29.0	25
9	8	Starcom	Kraft Heinz	22.5	Tourism Client	15.5	2
10	10	Vizeum	Finance Client	13.9		13.9	8
11	9	Havas Media	Bord Bia Origin Green, University of Technology(Sydney) , Thomas Cook	13.1		13.1	18
12	11	OMD	MGM, Greenland Group Project	13.4	Carlsberg	7.2	4
13	12	Zenith	Bank of Communications, Didi	51.2	LVMH	7.1	4
14	13	PHD	Haier Project, Huawei Consumer BG, HP(digital), Unionpay International Project	45.1	Bank of Communications	7.0	4
15	14	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
16	15	Reload	Nestle (Social Media)	3.6		3.6	2
17	16	Spark Foundry	Club Med	3.3		3.3	1
18	17	Initiative	Carlsberg, Mengniu Chunzhen Digital	1.7		1.7	1
19	19	Universal McCann	Coach Global, Spotify	1.5	Amazon	-10.5	2
						709.3	120

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.