

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	Giti Tire, Nestle Project, McLaren Project,	261.0	Shuijingfang	259.0	145
2	3	Isobar	FMCG Client	192.4		192.4	112
3	2	Saatchi & Saatchi	P&G Project, VIVO Project	130.3	Shinho	127.8	21
4	4	Publicis	Cadillac, LV Shou, Huawei Project	121.5	FMCG Client	114.9	101
5	6	McCann WorldGroup	E Le Me Project, Friso Project, Cathay Project	87.7		87.7	72
6	7	Dentsu	Auto Client	67.3	Jing Dong Project	67.2	47
7	5	J Walter Thompson	Cheung Kong Project, Huawei Project, Exxonmobil Project	62.1	FMCG Client	55.6	50
8	9	TBWA	Adidas Project, Vivo Project,	57.4	Bosch	55.4	27
9	10	Leo Burnett	P&G Project, China Mobile(And 4G), Huawei B2B, Whirlpool	42.6		42.6	12
10	13	DDB	Shuijingfang, We-Bank, Indigo Hotel	41.1	Vita Tea	39.1	19
11	8	Cheil Worldwide	FMCG Client	38.0		38.0	19
12	14	Y&R	China Southern Airline, Bosch, Unicom VSENS	37.5		37.5	6
13	11	Havas Worldwide	Huawei Smartphone Project	26.1		26.1	1
14	12	Fred & Farid	Sephora, Mondelez Project, Vivo	39.1	Car Client	23.5	3
15	15	FCB	Nubia Z11	13.0		13.0	3
16	16	BBDO	MetLife	12.4		12.4	3
17	17=	Wieden & Kennedy	AB InBev - Corona	7.2		7.2	2
18	17=	AKQA	Johnson's Baby Digital	6.5		6.5	1
19	19	DAIKO	Zheng zhou Nissan, Artistic Beer/Laoshan Beer, DYK - KX5 Project	9.8	China Southern Airline	4.9	3
						1210.9	647

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	Zenith	Shanghai General Motors, L'Oréal (Performance)	147.2		147.2	11
2	3	Mindshare	IKEA, Alcon, Chery Jaguar Land Rover, JD.COM	122.6	FMCG Client Project	95.2	12
3	2	Carat	Dream Cruises, Bright Dairy Project, Nippon (Ecommerce)	80.3		80.3	48
4	4	Dentsu Media	FTMS Project	70.3		70.3	20
5	5	PHD	Unionpay International, Volkswagen, Swisse, Carnical Cruise Lines	43.1	New Balance	39.8	5
6	13	Universal McCann	GMI(Planning), Lennar, VF Group, Ningbo Fangte, Coty Brands	40.7	Sony Pictures	35.5	6
7	6	OMD	Amazon, Sony Pictures, Carlsberg	30.1	SilkAir	26.6	6
8	7	Vizeum	FMCG Client Project	17.2		17.2	8
9	8	MediaCom	Nikon, Luminarc, Whaley	31.8	Car Client(Digital)	10.7	12
10	10	Havas Media	Philips Lighting, Remy Martin Project, Bellamy's Organic Project	6.6		6.6	12
11	11	Allyes	Snow Beer (Online)	3.3		3.3	1
12	12	Mediavest Spark	Macau Galaxy	2.6		2.6	1
13	14	Initiative		0.0		0.0	0
14	15	MEC	MeituanWaimai, Suning(Planning), Vitasoy(Planning)	4.3	IT Client(Search)	-2.4	9
15	16	Maxus		0.0	Manufacture Client	-3.3	0
16	9	Starcom	Yi Ou Lai, Pandora	8.0	GMI(Planning)	-25.4	3
						504.2	154

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.