

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Dec 2015

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	Carnival Cruise, KPMG, Sanofi Brand	270.44		270.40	161
2	2	Dentsu	Toyota Project, Chia Tai, Jinmailang	150.35	Junlebao	135.70	60
3	3	McCann WorldGroup	Airmate, GuangHui Project, State Street Project	148.31	Finance Client	131.15	117
4	4	Publicis	L'Oreal Project, Kerastase Project, Proya Project, Jing Dong Project	106.74	Tu Niu	92.89	60
5	6	DDB	CapitalBio, Wanda Hotels & Resorts, VGIC Project	79.13		79.13	27
6	5	BBDO	Kang Wang Bayer, Amore Pacific China, Master Kang - Cakes	70.21		70.21	27
7	7	J Walter Thompson	Wei Quan, Pepsi Weidongli Water, Double A Project, Fila	74.14	Friso Infant Milk Project	60.48	45
8	8	TBWA	Twinnings, Siemens appliances, Moet Hennessy Project, Hilton Project	35.32		35.32	26
9	9	Mullen Lowe	Minute Maid Pulpy, 360, Buick D-Car, Anta Sportswear	24.25		24.25	8
10	10	Y&R	Dangdang.com, Mead Johnson Project, VisitBritain Project, Essilor Project	13.42	Land Rover	11.55	5
11	11	Grey Group	Unilever Project, ABI-Budweiser Project, Dell Project	11.17		11.17	23
12	12	M&C Saatchi	SteelMate Auto Electronics, Huagain Paper, Tmall.com	9.36		9.36	4
13	13	SapientNitro	Hennessy Brand, Riot Games, Huai Wei Project	9.05		9.05	5
14	14	Saatchi & Saatchi	Acer, Geely Car	15.60	Siemens appliances	8.11	2
15	16	Leo Burnett	Hilton Worldwide, Liepin.com, Uni-President Project	15.85	Anta Sportswear	6.49	8
16	15	FCB	Hisense(Vidda)	6.24		6.24	1
17	17	Wieden & Kennedy	Maxwell House	3.12		3.12	1
18=	18=	Bates		0.00		0.00	0
18=	18=	Iris		0.00		0.00	0
18=	18=	Havas Worldwide		0.00		0.00	0
21	21	BBH		0.00	Qoros Project	-23.46	0
						941.2	580

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Dec 2015

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	PHD	Unilever, Bacardi, C&A, Carnival Cruises, Hawaii Tourism	141.5	Transitions	140.60	12
2	2	ZenithOptimedia	Mercedes-Benz, Chery Auto, Biostime (Digital), Columbia	107.7	Magic Masks	106.19	26
3	3	Carat	Energy Trust(Buying), Letv(Buying), Evergrowing Bank	143.4	BMW	95.71	87
4	5	Dentsu Media	Baidu, Acura Brand Promotion, Toyota Project, China Bank Project	74.7		74.70	47
5	4	OMD	Danone, Garmin, Bull Group, Jingdao Advertising, UNICEF	96.2	Danone Brands(Offline)	70.64	14
6	6	Starcom MediaVest	BMW, Cestbon, VIPABC, Burger King	61.3	GSK	59.44	7
7	7	Mindshare	Lee Kum Kee, JunLeBao, Handan Pharmaceutical	48.4	Sime Darby Motors	47.12	8
8	8	MediaCom	Ocean Park, Bank of China, ZTE, Gameloft	27.0	Etihad Airways Partners	25.17	12
9	9	Havas Media	Lemon Square, City On, Hua Wei Project	47.2	Aeroflot - Russian Airlines	24.81	18
10	11	Universal McCann	Bailian Group, Semir, English First	21.8	Subway	17.70	8
11	10	Initiative		0.0		0.00	0
12	12	Maxus	Subaru, Otterbox	1.3	SC Johnson(buying)	-6.08	3
13	13	Vizeum	Panasonic, Jinmailang Products, Aeroflot - Russian Airlines	10.3	AXA Tianping Auto Insurance	-16.07	8
14	14	MEC	GoDaddy, United Airlines(Digital) China Mobile/Migu, Calvin Klein	42.3	Mercedes-Benz	-23.90	14
						616.1	264

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 months using data supplied by 26 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 for clients across the region.

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