

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Feb 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	2	Ogilvy	Johnson & Johnson, Pudong Project, Funye Project	84.5		84.5	29
2	1	McCann WorldGroup	Mengniu , Maybelline Project, Sanjiu	37.4		37.4	16
3	7	Isobar	FMCG Client	31.4		31.4	21
4	9	Dentsu	Car Client	22.7		22.7	5
5	3	Cheil	China Unicom	19.6		19.6	1
6	10=	FCB	WM Motor	13.0		13.0	1
7	4	Y&R	XTEP	11.1		11.1	3
8	5	Publicis	Cartier Project, PVMC-Alpenlibe Project	8.0		8.0	15
9	6	Saatchi & Saatchi	Sands Project, Sands , Wanning Project	9.1	Aosimth	6.1	3
10	8	Leo Burnett	WeBank	0.3		0.3	1
11-	10=	AKQA		0.0		0.0	0
11-	10=	BBDO		0.0		0.0	0
11-	10=	Fred & Farid		0.0		0.0	0
11-	10=	Grey Group		0.0		0.0	0
11-	10=	Havas Worldwide		0.0		0.0	0
11-	10=	TBWA		0.0		0.0	0
11-	10=	Wieden & Kennedy		0.0		0.0	0
11-	10=	Wunderman		0.0		0.0	0
19	19	DDB	Ontex (Belgium Babycare Range), Yonex Project	5.4	XTEP	(4.9)	2
20	20	J Walter Thompson	Cheung Kong Project, Pepsi Project, Unilever Project	10.9	China Unicom	(9.7)	14
						219.5	111

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Feb 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	4=	PHD	Huawei Consumer BG, HP(digital)	27.4		27.4	2
2	1	Carat	FMCG Client	10.1		10.1	14
3	4=	Zenith	Hotel Client	3.6		3.6	2
4	2	Mindshare	Lipton RTD	3.3		3.3	1
5	3	Havas Media	Kumho Tires, Calzedonia	1.0		1.0	2
6	4=	MediaCom	Vanguard Group	0.3		0.3	1
7-	4=	Allyes		0.0		0.0	0
7-	4=	Dentsu Media		0.0		0.0	0
7-	4=	Initiative		0.0		0.0	0
7-	4=	MEC		0.0		0.0	0
7-	4=	Mediavest Spark		0.0		0.0	0
7-	4=	OMD		0.0		0.0	0
7-	4=	Starcom		0.0		0.0	0
7-	4=	Universal McCann		0.0		0.0	0
7-	4=	Vizeum		0.0		0.0	0
16	4=	Maxus		0.0	Huawei Consumer BG	-26.1	0
						19.6	22

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.