



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jan 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	-	Isobar	FMCG Client	29.9		29.9	15
2	1	Ogilvy	Heinz ABC, Carlsberg Project	26.3		26.3	9
3	18=	Havas Worldwide	Huawei Smartphone Project	26.1		26.1	1
4	5	DDB	LIMA Motorised Scooter, SAIC Overseas Marketing Operation,	18.6		18.6	5
5	15	Leo Burnett	China Mobile(And 4G), Huawei B2B	13.0		13.0	2
6	-	Cheil Worldwide	FMCG Client	12.0		12.0	7
7	-	AKQA	Johnson's Baby Digital	6.5		6.5	1
8	6	BBDO	MetLife	3.9		3.9	1
9	4	Publicis	QQ	9.3	FMCG Client	2.8	3
10	7	J Walter Thompson	Samsonite Project, Barilla Project, Avon Project	9.1	FMCG Client	2.6	9
11-	2	Dentsu		0.0		0.0	0
11-	3	McCann WorldGroup		0.0		0.0	0
11-	8	TBWA		0.0		0.0	0
11-	9	Mullen Lowe		0.0		0.0	0
11-	10	Y&R		0.0		0.0	0
11-	11	Grey Group		0.0		0.0	0
11-	12	M&C Saatchi		0.0		0.0	0
11-	14	Saatchi & Saatchi		0.0		0.0	0
11-	16	FCB		0.0		0.0	0
11-	17	Wieden & Kennedy		0.0		0.0	0
11-	21	BBH		0.0		0.0	0
						141.8	53

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jan 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	7	Mindshare	Yili (Digital), Jinmailang	17.9		17.9	2
2	2	ZenithOptimedia	New Balance, Hanhoo skincare, Vinda	7.3		7.3	5
3	3	Carat	JDE, Florentia Village Outlets, Valliant Group	5.4		5.4	4
4	5	OMD	Sony Pictures	6.5	Vinda	5.2	2
5	6	Starcom MediaVest	Yi Ou Lai	2.4		2.4	1
6	8	MediaCom	Travelzoo (Digital)	0.5		0.5	1
7	4	Dentsu Media		0.0		0.0	0
8	9	Havas Media		0.0		0.0	0
9	11	Initiative		0.0		0.0	0
10	12	Maxus		0.0		0.0	0
11	13	Vizeum		0.0		0.0	0
12	14	MEC		0.0		0.0	0
13	1	PHD	Carnical Cruise Lines	1.0	New Balance	-2.2	1
14	10	Universal McCann		0.0	Sony Pictures	-3.3	0
						33.3	16

METHODOLOGY

The R3 New Business League has been compiled each of the last 161 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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