

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / July 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	Nescafe Project, E-Land, Rebecca Fashion Project	224.1		222.2	118
2	2	Saatchi & Saatchi	Mondelez(Gum and Candy), Petco, VIVO Project	124.2	Shinho	121.7	18
3	3	Isobar	FMCG Client	100.4		100.4	61
4	4	Publicis	Mymm Project, Tencent Project, Tiger Beer Project	121.5	FMCG Client	114.9	101
6	6	McCann WorldGroup	JJVC Project, GM Wuling Project, Family Mart Project	79.3		79.3	60
5	5	J Walter Thompson	Air China (Branding), Unilever Project, Huawei Project	59.7	FMCG Client	53.2	45
7	7	Dentsu	Auto Client	41.1	Jing Dong Project	41.0	34
8	8	Cheil Worldwide	FMCG Client	38.0		38.0	19
9	9	TBWA	Bellamy's Organic, L'Oreal Project, Jaeger LeCoultre Project	53.4	Bosch	51.5	25
10	10	Leo Burnett	China Mobile(And 4G), Huawei B2B, Whirlpool, Yili Jindian Project	42.6		42.6	12
11	11	Havas Worldwide	Huawei Smartphone Project	26.1		26.1	1
12	12	Fred & Farid	Sephora, Mondelez Project, Vivo	39.1	Car Client	23.5	3
13	13	DDB	EVO Project, J&J Listerine(Digital), Mobvista Project	26.4	Vita Tea	24.4	13
14	14	Y&R	China Southern Airline, Bosch, Unicom VSENS	16.0		16.0	4
15	15	FCB	Nubia Z11	13.0		13.0	3
16	16	BBDO	MetLife	12.4		12.4	3
17=	17=	AKQA	Johnson's Baby Digital	6.5		6.5	1
17=	17=	Wieden & Kennedy	AB InBev - Corona	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
						998.0	525

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / July 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	2	Carat	Dream Cruises, Bright Dairy Project, Nippon (Ecommerce), COFCO	80.3		80.3	48
3	5	Mindshare	IKEA, Alcon, Hitachi, Tencent MIG, Nubia Mobile Phones	80.2	FMCG Client Project	52.8	9
4	3	Dentsu Media	FTMS Project	44.1		44.1	11
5	4	PHD	Volkswagen, Swisse, Carnical Cruise Lines	40.1	New Balance	36.9	4
6	6	OMD	Sony Pictures, Carlsberg	29.4	SilkAir	26.0	5
7	7	Vizeum	FMCG Client Project	17.2		17.2	8
8	8	MediaCom	Nikon, Luminarc, Whaley	31.8	Car Client(Digital)	10.7	12
9	9	Starcom	Yi Ou Lai, Pandora	8.0	Luxury Client	7.2	3
10	12	Havas Media	Philips Lighting, Parmigiani, Remy Martin Project	6.4		6.4	10
11	10	Allyes	Snow Beer (Online)	3.3		3.3	1
12	11	Mediavest Spark	Macau Galaxy	2.6		2.6	1
13	13	Universal McCann	VF Group, Ningbo Fangte, Coty Brands	7.4	Sony Pictures	2.1	4
14	14	Initiative		0.0		0.0	0
15	16	MEC	MeituanWaimai, Suning(Planning), Vitasoy(Planning)	4.2	IT Client(Search)	-2.6	7
16	15	Maxus		0.0		-3.3	0
						430.9	134

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.