

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / July 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	1	Ogilvy	Sony Music, British Council - China Project, Crabtree & Evelyn Project	239.5	Hasbro/Play-doh Project	227.2	71
2	2	Isobar	FMCG Client	147.9		147.9	106
3	3	McCann WorldGroup	Angel Group (Water Purifier) Project, Jomoo Project,	57.1	Hisense	55.0	34
4	5	Leo Burnett	China Resources Corporation Project, Volkswagen Strategy Project, Pfizer Project	43.5		43.5	13
5	4	Dentsu	Car Client	43.0		43.0	21
6	-	Wieden & Kennedy	BMW China Digital, Kentucky Fried Chicken project, Converse Jack Purcell project	42.4		42.4	3
7	8	Publicis	SGM - GL6, VeiXin Credit, BYD Project	29.9	PETCO	29.5	36
8	7	J Walter Thompson	Tencent Finance Project, GuanYuan, EsteeLauder Project	52.4	China Unicom	26.4	43
9	6	Cheil	China Unicom, FAW-Volkswagen Brands	21.5		21.5	2
10	13	Saatchi & Saatchi	Geely, Sands Project, Sands , Wanning Project	19.4	A.O.Smith	16.5	5
11	14	DDB	Hisense, Overseas Chinese Town (华侨城) Project, ecoStore Project	25.8	XTEP	15.4	16
12	9	FCB	WM Motor	13.0		13.0	1
13	10	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
14	11	Allyes	SAIC MOTOR	13.0	Changan Ford	12.4	1
15	12	M&C Saatchi	SGMW auto 510 model, AMT platform service	9.8		9.8	2
16	15	Reload	Unilever Dove Social	6.5		6.5	1
17	16	TSLA	CitizenM and Artyzen Hospitality Group	3.3		3.3	1
18	17	VML	Fruiti, Sougou	2.6		2.6	2
19	18	Hylink	Brand USA	2.0		2.0	1
20	19	Bin Tang	Nestle HOD Digital	0.7		0.7	1
						728.8	364

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Mindshare	Supor, V Credit, Yum!, Diageo, Home Credit	217.8	Car Client	195.0	11
2	2	dentsu X	Car Client	124.1		124.1	7
3	3	MediaCom	Oldtown White Coffee, PSA Group Global, Burt's Bees, Yanghe Spirits, FAW Group	106.6	Car Client	104.7	12
4	6	GIMC	FAW Group	32.6		32.6	1
5	-	GroupM	LVMH	32.6		32.6	0
6	5	MEC	Mercedes Benz, Amazon, Vitasoy TV buying	61.3	Haier Project	29.2	5
7	7	Carat	FMCG Client	32.8	Shiseido (Digital buying)	28.9	23
8	17	Starcom	Kraft Heinz	22.5	Tourism Client	20.7	2
9	10	Havas Media	Thomas Cook, Polish Airline Project, Thompson Reuters Project, ProCare	12.8		12.8	17
10	8	Vizeum	Finance Client	12.2		12.2	7
11	9	OMD	MGM, Greenland Group Project	13.4	Kraft Heinz	7.2	4
12	4	Zenith	Bank of Communications, Didi	51.2	LVMH	7.1	3
13	12	PHD	Haier Project, Huawei Consumer BG, HP(digital), Unionpay International Project	45.1	Bank of Communications	7.0	4
14	11	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
15	13	Reload	Nestle (Social Media)	3.6		3.6	2
16	16	Spark Foundry	Club Med	3.3		3.3	2
17	14	Initiative	Mengniu Chunzhen Digital	1.7		1.7	1
18	15	Blue 449	Tmall Project	0.3		0.3	1
19	18	Universal McCann	Coach Global	1.3	Amazon	-10.7	1
						618.8	104

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.