

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / June 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	187.2		187.2	100
2	4	Saatchi & Saatchi	Mondelez(Gum and Candy), Petco, VIVO Project	123.7	Shinho	121.2	17
3	2	Isobar	FMCG Client	88.2		88.2	49
4	3	Publicis	Mymm Project, Tencent Project, Tiger Beer Project	83.2	FMCG Client	76.7	88
6	5	McCann WorldGroup	JVC Project, GM Wuling Project, Family Mart Project	48.2		48.2	40
5	9	J Walter Thompson	Air China (Branding), Unilever Project, Huawei Project	51.7	FMCG Client	45.2	35
7	11	Dentsu	Auto Client	40.9	Jing Dong Project	40.8	33
8	6	Cheil Worldwide	FMCG Client	38.0		38.0	19
9	7	TBWA	Bellamy's Organic, L'Oreal Project, Jaeger LeCoultre Project	35.4	Bosch	33.5	10
10	8	Leo Burnett	China Mobile(And 4G), Huawei B2B, Whirlpool, Yili Jindian Project	31.1		31.1	10
11	10	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	22.5	Vita Tea	20.5	11
14	16	Y&R	China Southern Airline, Bosch, Unicom VSENS	16.0		16.0	4
15	14	FCB	Nubia Z11	13.0		13.0	3
16	15	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	-	DAIKO	Zheng zhou Nissan, Artistic Beer/Laoshan Beer, DYK - KX5 Project	9.8	China Southern Airline	4.9	3
						839.5	431

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / June 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	76.1		76.1	45
3	3	Dentsu Media	FTMS Project	41.9		41.9	8
4	4	PHD	Volkswagen, Swisse, Carnical Cruise Lines	40.1	New Balance	36.9	4
5	5	Mindshare	Hitachi, Tencent MIG, KangShiFu(Digital), Nubia Mobile Phones	57.4	FMCG Client Project	30.0	7
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, AirChina (Planning), Travelzoo, Bank of China Project, Jolibee	31.1	Car Client(Digital)	10.0	10
9	9	Starcom	Yi Ou Lai, Pandora	8.0	Luxury Client	7.2	3
10	10	Allyes	Snow Beer (Online)	3.3		3.3	1
11	11	Mediavest Spark	Macau Galaxy	2.6		2.6	1
12	12	Havas Media	Philips Lighting, Parmigiani, Remy Martin Project	2.4		2.4	8
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
14-	14=	Maxus		0.0		0.0	0
16	16	MEC	MeituanWaimai, Suning(Planning), Vitasoy(Planning)	4.2	IT Client(Search)	-2.6	7
						400.4	122

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.