

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / June 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	Nestle-Dairy Project, Paulson, Tencent Project,	188.7	Hasbro/Play-doh Project	176.3	63
2	2	Isobar	FMCG Client	138.1		138.1	86
3	3	McCann WorldGroup	Angel Group (Water Purifier) Project, Jomoo Project,	52.5		52.5	30
4	4	Dentsu	Car Client	43.0		43.0	21
5	5	Leo Burnett	WuQiong Snacks, Fotile Project, Flowers Holland	29.7		29.7	8
6	6	Cheil	China Unicom, FAW-Volkswagen Brands	21.5		21.5	2
7	11	J Walter Thompson	Samsung Project, Danone Project, HuaWei Project	46.2	China Unicom	20.3	39
8	7	Publicis	Nestlé Project, Yixin Finance Leasing, Milkana Project	14.7	PETCO	14.3	27
9	8	FCB	WM Motor	13.0		13.0	1
10	9	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
11	10	Allyes	SAIC MOTOR	13.0	Changan Ford	12.4	1
12	12	M&C Saatchi	SGMW auto 510 model, AMT platform service	9.8		9.8	2
13	13	Saatchi & Saatchi	Geely, Sands Project, Sands , Wanning Project	12.6	A.O.Smith	9.6	3
14	16	DDB	Lidl Project, MaxFactor Project, Hasbro/Play-doh Project	19.4	XTEP	9.1	12
15	14	Reload	Unilever Dove Social	6.5		6.5	1
16	15	TSLA	CitizenM and Artyzen Hospitality Group	3.3		3.3	1
17	17	VML	Fruiti, Sougou	2.6		2.6	2
18	18	Hylink	Brand USA	2.0		2.0	1
19	19	Bin Tang	Nestle HOD Digital	0.7		0.7	1
20	20	BBDO		0.0	MaxFactor	-2.1	0
						574.8	305

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / June 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	Mindshare	Yum!, Diageo, Home Credit, Shui Jing Fang	187.5	Car Client	181.0	9
2	2	dentsu X	Car Client	124.1		124.1	7
3	3	MediaCom	PSA Group Global, Burt's Bees, Yanghe Spirits, FAW Group	106.0	Car Client	104.0	9
4	4	Zenith	Bank of Communications, Didi,	48.6	Mengniu Chunzhen (Digital)	46.9	3
5	5	MEC	Mercedes Benz, Amazon, Vitasoy TV buying	61.3	Huawei Consumer BG	34.2	5
6	6	GIMC	FAW Group	32.6		32.6	1
7	7	Carat	FMCG Client	32.1	Shiseido (Digital buying)	30.8	21
8	8	Vizeum	Finance Client	12.2		12.2	7
9	9	OMD	Greenland Group Project	10.2		10.2	3
10	11	Havas Media	Polish Airline Project, Thompson Reuters Project, ProCare	7.6		7.6	15
11	10	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
12	12	PHD	Huawei Consumer BG, HP(digital), Unionpay International Project	43.7	Bank of Communications	5.5	3
13	13	Reload	Nestle (Social Media)	3.6		3.6	2
14	14	Initiative	Mengniu Chunzhen Digital	1.7		1.7	1
15	15	Blue 449	Tmall Project	0.3		0.3	1
16	16	Spark Foundry		0.0		0.0	0
17	17	Starcom		0.0	Tourism Client	-1.8	0
18	18	Universal McCann	Coach Global	1.3	Amazon	-10.7	1
						588.7	89

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.