

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Apr 2018

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	ERG Project, Shlottery Project, Chengdu Financial City	205.0	Amway Artistry Project	203.8	56
2	2	Isobar	FMCG Client	93.8		93.8	67
3	4	J Walter Thompson	Skechers Project, Avon Project, NetEase, Danz - Wetcode	73.0		73.0	17
4	3	Leo Burnett	Volkswagen Project, DiDi Project, Nestle Project	57.2		57.2	10
5	5	Publicis	Luzhou Old Cellar, Diageo, Vivo Project	47.1		47.1	46
6	-	BBDO	ViVO Project, DiDi, Master Kang	46.6	Campbell Soup	42.5	8
7	6	Saatchi & Saatchi	Macro, Fallon Prague Project, Vanke	36.9		36.9	15
8	7	McCann WorldGroup	Suntory (Tea) Project, Amazon Project, Vichy Cosmetics, Shenzhen Happy Valley Project	32.7		32.7	22
9	8	DDB	Amway Artistry Project, Cisco Project	24.2		24.2	6
10	10	Digitas	Unilever Digital, Nike Project, Wyeth China Project	22.0		22.0	6
11	13	Dentsu	Electronic Client	13.5		13.5	12
12	9	Grey Group	Bose, Carlsberg's Tuborg	14.3	Amway Artistry Project	13.3	2
13=	11=	Serviceplan	Tencent Sports, ERDOS Men, Mentniu Chunzhen	13.0		13.0	3
13=	11=	Y&R	Office Depot, GNC vitamins	13.0		13.0	1
15	14	CARNIVO	Liu Shen	6.5		6.5	1
16	15	TBWA	UNIQLO	13.0	Vichy Cosmetics	4.8	1
17	17=	Wieden & Kennedy	Converse	2.0		2.0	1
18	16	M&C Saatchi	Byton electric car	0.3		0.3	1
19	17=	Havas Worldwide		0.0		0.0	0
20	17=	Cheil		0.0		0.0	0
						699.8	275



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 2018

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	Wavemaker	Lianjia, Union Pay International, BoCom	108.4	Marriott	104.7	15
2	8	dentsu X	Car Clinet	67.0		67.0	6
3	2	PHD	Tourism Quebec, Almond Board of California, Resorts World Sentosa	65.2		65.2	8
4	9	Carat	Ermengildo Zegna Holditalia SpA	36.9	Pirelli	36.7	7
5	3	Zenith	Pierre Fabre, GAC Group, Marti Derm (SEO)	35.4	Biostime Digital and Social Buying	27.3	4
6	4	Vizeum	Car Clinet	20.8		20.8	3
7	5	Blue 449	Perfetti	11.4		11.4	1
8	6	OMD	Internet Client	8.7		8.7	2
9	7	Havas Media	GAC Triumphchi, Miele Project, DNSW Project	9.9	FMCG Client	8.3	4
10	10	Publicis Groupe	Campbell Soup	2.0		2.0	1
11	11	Spark Foundry	Marriott	1.5		1.5	1
12	12	MediaCom	Bose	0.7		0.7	1
13	15=	Universal McCann	Entertainment Client	0.6		0.6	2
14	13=	SapientRazorfish	Marriott	0.2		0.2	1
15=	15=	Initiative		0.0		0.0	0
15=	15=	Allyes		0.0		0.0	0
17	19	Mindshare	FMCG Client	13.0	Ermengildo Zegna Holditalia SpA	-15.1	1
18	13=	Starcom	Pirelli	0.2	Insurance Client	-16.7	1
19	20	GIMC		0.0	GAC Group	-32.6	0
						290.8	58

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.