

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Dec 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	Chengdu Financial City Project, Inmarsat Aviation, Macau Shopping Festival Project, Sony Music	304.2	Hasbro/Play-doh Project	291.8	90
2	2	Isobar	FMCG Client	251.9		251.9	193
3	3	Dentsu	Car Client	142.0		142.0	65
4	5	Publicis	HuaWei Project, City Beauty, Marriot CRM Project	86.8	PETCO	77.3	102
5	4	Leo Burnett	Gome, Valio Project, Volkswagen Project	74.0		74.0	28
6	6	McCann WorldGroup	Property Consultant Project, Banma GPS Project, DAIKIN Project, Haiyi Jiali Project	74.8	Hisense	70.7	61
7	8	Saatchi & Saatchi	Sands Re-Pitch, New World Property Project, AOSmith Project	66.1	A.O.Smith	60.2	39
8	7	Wieden & Kennedy	BMW China Digital, Kentucky Fried Chicken project, Converse Jack Purcell project	54.8		54.8	7
9	9	J Walter Thompson	Firesland Project, Jahwa Project, Huawei Project, L'Oreal Project	81.3	China Unicom	53.3	54
10	10	M&C Saatchi	SGMW auto 510 model, AMT platform service, Meng Niu Project	42.4		42.4	5
11	13	DDB	Grovac, Royal Caribbean Cruises Project, Anta - Kids Project	43.9	XTEP	33.5	23
12	11	Havas Worldwide	Hershey's	32.6		32.6	1
13	12	Cheil	China Unicom, FAW-Volkswagen Brands	21.5		21.5	2
14	14	FCB	WM Motor	13.4		13.4	2
15	15	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
16	16	Allyes	SAIC MOTOR	13.0	Changan Ford	12.4	1
17	17	Reload	Unilever Dove Social	6.5		6.5	1
18	18	TSLA	CitizenM and Artyzen Hospitality Group	3.3		3.3	1
19	19	VML	Fruiti, Sougou	2.6		2.6	2
20	20	Hylink	Brand USA	2.0		2.0	1
						1256.1	684



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	2	Mindshare	L'Oreal, Wyeth (Media Planning), Lam Soon Group HK	547.4	Car Client	512.2	33
2	1	MediaCom	Tchibo, Akzo Nobel Paints, La Prairie, Fonterra, Oldtown White Coffee	212.3	Car Client	210.3	22
3	3	dentsu X	Car Client	132.5	Fonterra	124.0	21
4	4	Carat	FMCG Client	133.3	Wyeth (Media Planning)	84.5	38
5	5	Starcom	Kraft Heinz, Prada Group, AB InBev	81.2	Tourism Client	74.2	3
6	10	Zenith	Didi Chuxing, Bank of Communications, Didi	150.7	LVMH	51.2	6
7	6	GIMC	FAW Group	32.6		32.6	1
8	7	GroupM	LVMH	32.6	IT Client	32.2	1
9	8	Vizeum	Borgward Auto (Planning)	25.5		25.5	12
10	9	Wavemaker	Ren Ren Che, Queensland Tourism, Mercedes Benz, Amazon, Vitasoy TV buying	72.7	Haier Project	25.4	7
11	12	Havas Media	VGIC Project, Yellow Tail Project, Chery Jaguar Land Rover Project,	14.4		14.4	21
12	13	Blue 449	Alibaba (Media Planning)	49.2		10.1	2
13	14	Initiative	Lego, Carlsberg, Mengniu Chunzhen Digital, M&M's World Shanghai	9.9		9.9	5
14	15	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
15	16	Spark Foundry	Club Med	4.9		4.9	2
16	17	Reload	Nestle (Social Media)	3.6		3.6	2
17	19	Universal McCann	Folli Follie, Coach Global, Spotify	4.7	Amazon	-7.3	4
18	18	PHD	HP Digital, Meituan Project, Haier Project, Huawei Consumer BG	47.7	Unilever Communications Planning	-8.4	6
19	11	OMD	Macalline, Norwegian Cruise Line, Alfa Romeo	24.8	Dong Feng Peugeot & DongFeng Citroen	-17.2	7
						1188.7	194

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.