

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Dec 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	Dusto Project , CICC Project, Castrol Project, Douyin Project	353.7	Amway Artistry Project	352.4	126
2	3	Publicis	Nestle_NIN Lab 2019 SoW, Qiantu Motor, BeiGene Project, Shiseido Project, Huarun Painting	229.5	CIB	228.4	106
3	2	Isobar	Adidas, Weigang Dairy, Xi An Janssen Project, FMCG Client	208.8		208.8	142
4	4	J Walter Thompson	JD.COM Project, JinLongYu Project, Unicharm Project, Henkel China	133.8		133.8	51
5	5	Saatchi & Saatchi	Yili Guliduo, Siemens Home Appliances, Macro (Kitchen Utensils), Yili Baby Milk	128.2		128.2	36
6	6	Leo Burnett	VW- New VI Phase 2 Project, VW-Brand Net Feasibility Study Project, Hainan Airlines, VW New car brand identity (Phase 4)	115.7		115.7	23
7	8	McCann WorldGroup	TOSHIBA, APP Paper Product, GuangMing Changyou, New Balance Project	96.6	Cathay Pacific	96.6	75
8	7	BBDO	Ford, ViVO Project, DiDi, Master Kang	98.8	Tourism Australia	90.5	9
9	9	Digitas	Mercedes-Benz Project, Unilever Project, Huawei China Project, Clinique Project	71.7		71.7	20
10	10	Dentsu	Electronic Client	66.9		66.9	26
11	11	DDB	Amway Nutrilite, Emerson Sensi Hydro Project, Aokang Shoes Project, Amway 2	71.5	Samsung Electronics visual display	50.9	25
12	12=	VMLY&R	Abbott, Puma , Office Depot, GNC vitamins	35.9		35.9	3
13	14	FCB	Wang Lao Ji, Bosch Home & Garden, Chaoyang Tier	26.7	Education New Zealand	26.6	4
14	12=	Serviceplan	Tmall, ViVO, Tencent Sports, ERDOS Men	26.1		26.1	5
15	15	arkr Group	adidas Digital, Carlsberg Digital	19.6		19.6	2
16	16	CatchOn	Agoda, The Philippines Department of Tourism, Red Lobster	16.3		16.3	6
17-	17	Bin Tang	Dairy Queen Brand	13.0		13.0	1
17-	18	R/GA	Haagen Daaz, Boxing Cat	13.0		13.0	3
19	19	TBWA	UNIQLO, IMAX	19.6	Vichy Cosmetics	11.3	2
20	20	Wieden & Kennedy	Converse, Marubi	8.5		8.5	2
						1739.3	677

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Dec 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	2	Wavemaker	New Balance, Chando, Unionpay Hong Kong Project, BC Card Korea, Greenfields	187.3	United Airlines	148.1	33
2	5	dentsu X	Car Clinet	124.0	Park Client	119.1	13
3	1	Mindshare	BP, Nestlé, General Mills, Amway	145.3	American Express	105.5	21
4	4	OMD	Shuanghui, McDonald's, Daimler, Internet Client	94.2	Luxottica	86.8	7
5	3	Starcom	BMW, Pirelli	97.0	Mars Buying	85.1	3
6	6	Havas Media	China Telecom, JDE, AMD, GRUPPO ITALIANO VINI	72.7	FMCG Client	71.2	18
7	7	PHD	Tourism Quebec, Almond Board of California, Resorts World Sentosa	65.2	GlaxoSmithKline	58.5	8
8	8	Zenith	Luxottica, Lactalis, Ralph Lauren, GSK	60.9	Shuanghui	42.9	9
9	9	MediaCom	Little Red Book, Alibaba Group, Nan Fu Battery	58.8	GSK	36.6	10
10	10	Spark Foundry	Lenovo / Motorola, AVON, Marriott Global	35.5		35.5	5
11	11	Vizeum	Visit Scotland	25.0		25.0	15
12	12	Initiative	Revlon Global	14.5		14.5	9
13	13	Universal McCann	Entertainment Client	15.1	General Mills	12.2	7
14	14	Blue 449	Perfetti	11.4	Puma	9.5	1
15	15	SapientRazorfish	Marriott	0.2		0.2	1
16=	16=	Allyes		0.0		0.0	0
16=	16=	Reload		0.0		0.0	0
18	18	Carat	Ermengildo Zegna Holditalia SpA	45.9	Amway	-23.2	15
						795.0	175

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.