

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Feb 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	Tencent, CCTV Project, Autodesk	149.7		149.4	39
2	3	Isobar	FMCG Client	44.4		44.4	34
3	2	Leo Burnett	Abbott nutrition, China Mobile, Abbott	43.2		43.2	4
4	9	J Walter Thompson	Skechers Project, Avon Project	35.9		35.9	9
5	4	Publicis	Friso Project, Boucheron, Porsche	24.6		24.6	19
6	11	DDB	VIVO Project	19.8		19.8	2
7	5	McCann WorldGroup	Vichy Cosmetics, Samsonite Project, Ikea Project	16.5		16.5	7
8	7	Saatchi & Saatchi	Kraft-Heinz(Planters/Heinz/Master) Project, Sands Project,	14.1		14.1	6
9	6	Serviceplan	Tencent Sports, ERDOS Men, Mentniu Chunzhen	13.0		13.0	3
10	8	Dentsu	Electronic Client	9.3		9.3	5
11	-	CARNIVO	Liu Shen	6.5		6.5	1
12	10	Grey Group	Bose	1.3		1.3	1
13	12=	M&C Saatchi	Byton electric car	0.3		0.3	1
14	12=	Y&R	Office Depot	0.0		0.0	0
15	12=	Wieden & Kennedy		0.0		0.0	0
16	12=	Havas Worldwide		0.0		0.0	0
17	12=	Cheil		0.0		0.0	0
18	12=	FCB		0.0		0.0	0
19	12=	Allyes		0.0		0.0	0
20	12=	Reload		0.0		0.0	0
						366.0	131



2018 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	1	Wavemaker	SAIC/Roewe & MG, Michael Kors, Samsonite	90.4	Marriott	86.7	11
2	9=	PHD	Tautiao OOH, BAIC Project, Biostime Digital and Social Buying	52.5		52.5	4
3	2	Zenith	GAC Group, Marti Derm Project, Marti Derm (SEO)	32.9	Biostime Digital and Social Buying	24.8	2
4	3	Vizeum	Car Clinet	19.6		19.6	1
5	8	dentsu X	FMCG Client	7.4		7.4	4
6	4	Carat	Ermengildo Zegna Holditalia SpA	3.6	Pirelli	3.4	2
7	5	Havas Media	Weltmeister Motor	4.0	FMCG Client	2.5	1
8	-	Publicis Groupe	Campbell Soup	2.0		2.0	1
9	9=	Spark Foundry	Marriott	1.5		1.5	1
10	6	MediaCom	Bose	0.7		0.7	1
11	-	SapientRazorfish	Marriott	0.2		0.2	1
12	7	Starcom	Pirelli	0.2		0.2	1
13=	9=	GroupM		0.0		0.0	0
13=	9=	Blue 449		0.0		0.0	0
13=	9=	Initiative		0.0		0.0	0
13=	9=	Allyes		0.0		0.0	0
13=	9=	Universal McCann		0.0		0.0	0
13=	9=	OMD		0.0		0.0	0
19	18	Mindshare		0.0	Ermengildo Zegna Holditalia SpA	-21.6	0
20	19	GIMC		0.0	GAC Group	-32.6	0
						147.1	30

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.