

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Feb 2019

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	5	Ogilvy	Confidential Consumer Goods Brand, Nestle (Content Studio), Pfizer, Maxus	83.4		83.4	17
2	1	BBDO	Mercedes Benz Retainer , Remy Martin Project, Denza Retainer	48.9		48.9	6
3	3	Saatchi & Saatchi	Geely, Kabrita, Porsche - Club (3 years), Porsche Retainer	42.6		42.6	9
4	2	Digitas	Huawei China, UFS 2019 BIC & KCLB Campaign Project, Sapient Corporation, US4690(Costa)	41.9		41.9	9
5	4	Leo Burnett	Uni-President-Orangeate Project, Pfizer Project, Mondelez - Chips Ahoy Project, Audi-Branding	30.0	Abbott - baby nutrition	29.8	6
6	6	Publicis	Siemens, SHISEIDO, Galderma Project, Eucerin, Abbott	26.0	DS	25.4	17
7	10	McCann WorldGroup	Skyworth TV, Apparel Brand	19.4	Galderma	13.2	4
8	7	TBWA	Singapore Airlines	5.2		5.2	1
9	8	DDB	GE Appliances, SKSHU Nail Color Brand	3.9		3.9	2
10	-	FF Shanghai	Turner	3.3		3.3	1
11	-	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	2.3		2.3	6
12	9	VMLY&R	Shinho, Yili Group Project, Abbott Project	0.8		0.8	3
13	36	Accenture Interactive	Arla	0.8		0.8	1
14	-	Merkley+Partners	Performix	0.7		0.7	1
15	-	Online Circle	Barilla	0.7		0.7	1
16	9	Havas Worldwide		0.0	Baiji Shenzhou	-0.2	0
17	-	FCB		0.0	Mondelez - Chips Ahoy	-1.3	0
18	11	Isobar		0.0	Huawei China	-30.3	0
						271.2	84

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Feb 2019

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	Zhejiang YINMA Advertising Co. Ltd., Yili(Media Planning) AOR (Media Planning),Kangshifu Drinks Investment (China) Co. AOR (Buying)	140.5		140.5	11
2	2	Wavemaker	Little Red Book, Chimelong, Roewe	71.8		71.8	7
3	3	OMD	Hun Li Ji, Amway, Shuanghui (WH Group), Amway	52.3		52.3	4
4	-	MediaCom	Jahwa	6.5		6.5	1
5	-	Universal McCann	Changi Airport	3.3		3.3	2
6	5	PHD	Singapore Airlines	2.3	Technology Client	0.0	1
7	7	Zenith	Friso Project	1.3	Shuanghui (WH Group)	-8.6	1
8	6	Carat		0.0	Kangshifu Drinks Investment (China) Co. AOR (Buying)	-29.8	0
						236.0	27

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.