

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jan 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	FMCG Client	89.5		89.3	18
2	5	Leo Burnett	Abbott nutrition, China Mobile, Abbott	43.2		43.2	4
3	2	Isobar	FMCG Client	30.3		30.3	23
4	4	Publicis	Friso Project, Boucheron, Porsche Retainer	24.6		24.6	19
5	6	McCann WorldGroup	Vichy Cosmetics, Samsonite Project, Ikea Project	13.2		13.2	5
6	-	Serviceplan	Tencent Sports, ERDOS Men, Mentniu Chunzhen	13.0		13.0	3
7	7	Saatchi & Saatchi	Kraft-Heinz Project, Sands Project, CosBeauty	12.1		12.1	5
8	3	Dentsu	Electronic Client	4.9		4.9	3
9	9	J Walter Thompson	Retail Client	3.6		3.6	1
10	23	Grey Group	Bose	1.3		1.3	1
11	11	DDB	VIVO Project	0.2		0.2	1
12-	8	Wieden & Kennedy		0.0		0.0	0
12-	10	M&C Saatchi		0.0		0.0	0
12-	12	Havas Worldwide		0.0		0.0	0
12-	13	Cheil		0.0		0.0	0
12-	14	FCB		0.0		0.0	0
12-	15	Y&R		0.0		0.0	0
12-	16	Allyes		0.0		0.0	0
12-	17	Reload		0.0		0.0	0
12-	18	TSLA		0.0		0.0	0
						227.5	83

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jan 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	10	Wavemaker	SAIC/Roewe & MG, Bank of Communications	46.3		46.3	5
2	6	Zenith	GAC Group	32.6		32.6	1
3	9	Vizeum	Car Clinet	19.6		19.6	1
4	4	Carat	Ermengildo Zegna Holditalia SpA	3.6	Pirelli	3.4	2
5	11	Havas Media	Weltmeister Motor	4.0	FMCG Client	2.5	1
6	2	MediaCom	Bose	0.7		0.7	1
7	5	Starcom	Pirelli	0.2		0.2	1
8	3	dentsu X		0.0		0.0	0
9	8	GroupM		0.0		0.0	0
10	12	Blue 449		0.0		0.0	0
11	13	Initiative		0.0		0.0	0
12	14	Allyes		0.0		0.0	0
13	15	Spark Foundry		0.0		0.0	0
14	16	Reload		0.0		0.0	0
15	17	Universal McCann		0.0		0.0	0
16	18	PHD		0.0		0.0	0
17	19	OMD		0.0		0.0	0
18	1	Mindshare		0.0	Ermengildo Zegna Holditalia SpA	-21.6	0
19	7	GIMC		0.0	GAC Group	-32.6	0
						51.0	12

### 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.