

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / July 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	Brita Project, MangoTV Project, Suning.com Project	330.4	Amway Artistry Project	329.1	106
2	4	Publicis	Swarovski, Marster Kong, Haier	129.4		129.4	76
3	2	Isobar	FMCG Client	125.0		125.0	98
4	5	Leo Burnett	Volkswagen Project, DiDi Project, Nestle Project, Yili Ambrosial & Satine	87.3		87.3	14
5	3	J Walter Thompson	Nikon Digital , Skechers Project, Avon Project, NetEase, Danz - Wetcode	80.0		80.0	21
6	6	Dentsu	Electronic Client	66.9		66.9	26
7	7	McCann WorldGroup	MAC Project, Da Zhong Dian Ping Project,	63.6		63.6	46
8	8	Saatchi & Saatchi	Macro, Fallon Prague Project, Vanke, Haixinsha Exhibition, Watsons	47.9		47.9	19
9	9	BBDO	ViVO Project, DiDi, Master Kang	46.6	Campbell Soup	42.5	8
10	10	DDB	AEG Project, Blue Moon Project,	59.4		38.8	15
11	11	Digitas	Bosch Project, Henkel China Project, Huawei China Project	32.5		32.5	11
12	12=	FCB	Bosch Home & Garden, Chaoyang Tier	23.5		23.5	3
13	12=	arkr Group	adidas Digital, Carlsberg Digital	19.6		19.6	2
14=	15=	Serviceplan	Tencent Sports, ERDOS Men, Mentniu Chunzhen	13.0		13.0	3
14=	15=	Y&R	Office Depot, GNC vitamins	13.0		13.0	1
14=	15=	Bin Tang	Dairy Queen Brand	13.0		13.0	1
17	18	TBWA	UNIQLO, IMAX	19.6	Vichy Cosmetics	11.3	2
18	19	Wieden & Kennedy	Converse, Marubi	8.5		8.5	2
19	14	Grey Group	Bose, Carlsberg's Tuborg	14.3	Amway Artistry Project	7.8	2
20	20	CARNIVO	Liu Shen	6.5		6.5	1
						1171.8	462

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	Esprit, MELCO/City of Dreams, UNICEF	133.8	Marriott	95.3	22
2	16	Mindshare	Booking.Com, Yili-Pan entertainment Project	118.1	MELCO/City of Dreams	83.6	14
3	2	dentsu X	Car Clinet	77.0		72.9	12
4	3	PHD	Tourism Quebec, Almond Board of California, Resorts World Sentosa	65.2		65.0	8
5	5	Zenith	Huawei(Performics) Project, Pierre Fabre, GAC Group	40.3	Biostime Digital and Social Buying	32.2	5
6	12	MediaCom	Mars, Shell, Adidas Global Buying	32.6	Revlon Global	26.8	6
7	6	Vizeum	Visit Scotland	22.4		22.4	7
8	13	Universal McCann	Entertainment Client	15.1		15.1	7
9	7	Blue 449	Perfetti	11.4		11.4	1
10	10	Initiative	Revlon Global	9.7		9.7	5
11	8	Havas Media	Saic Maxus Project, Estrella Damm Project, GAC Triumpchi	10.3	FMCG Client	8.8	7
12	9	OMD	Internet Client	8.7	UNICEF	6.3	2
13	11	Spark Foundry	Marriott Global, Lenovo Global	3.5		3.5	2
14	4	Carat	Ermengildo Zegna Holditalia SpA	40.5	Pirelli	2.5	9
15	14	SapientRazorfish	Marriott	0.2		0.2	1
16	15	Allyes		0.0		0.0	0
17	17	Starcom	Pirelli	2.1	Mars Buying	-10.3	2
18	18	GIMC		0.0	GAC Group	-32.6	0
						412.7	110

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.