

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / June 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	317.6	Amway Artistry Project	316.3	96
2	2	Isobar	FMCG Client	125.0		125.0	98
3	3	J Walter Thompson	Nikon Digital , Skechers Project, Avon Project, NetEase, Danz - Wetcode	80.0		80.0	21
4	6	Publicis	Swarovski, Marster Kong, Haier	79.3		79.3	62
5	4	Leo Burnett	Volkswagen Project, DiDi Project, Nestle Project, Yili Ambrosial & Satine	67.7		67.7	13
6	5	Dentsu	Electronic Client	66.9		66.9	26
7	7	McCann WorldGroup	MAC Project, Da Zhong Dian Ping Project,	54.0		54.0	37
8	8	Saatchi & Saatchi	Macro, Fallon Prague Project, Vanke, Haixinsha Exhibition, Watsons	44.0		44.0	18
9	9	BBDO	ViVO Project, DiDi, Master Kang	46.6	Campbell Soup	42.5	8
10	10	DDB	AEG Project, Blue Moon Project,	35.9		35.9	12
11	11	Digitas	Bosch Project, Henkel China Project, Huawei China Project	32.5		32.5	11
12=	12	arkr Group	adidas Digital, Carlsberg Digital	19.6		19.6	2
12=	27	FCB	Bosch Home & Garden, Chaoyang Tier	19.6		19.6	2
14	13	Grey Group	Bose, Carlsberg's Tuborg	14.3	Amway Artistry Project	13.3	2
15=	14=	Serviceplan	Tencent Sports, ERDOS Men, Mentniu Chunzhen	13.0		13.0	3
15=	14=	Y&R	Office Depot, GNC vitamins	13.0		13.0	1
15=	14=	Bin Tang	Dairy Queen Brand	13.0		13.0	1
18	17	TBWA	UNIQLO, IMAX	19.6	Vichy Cosmetics	11.3	2
19	18	Wieden & Kennedy	Converse, Marubi	8.5		8.5	2
20	19=	CARNIVO	Liu Shen	6.5		6.5	1
						1076.8	423

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / June 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	Wavemaker	Hunan Mobile Planning, Aldi, Ecovacs (Deebot / Winbot)	126.3	Marriott	122.7	19
2	2	dentsu X	Car Clinet	77.0		77.0	12
3	3	PHD	Tourism Quebec, Almond Board of California, Resorts World Sentosa	65.2		65.0	8
4	4	Carat	Ermengildo Zegna Holditalia SpA	40.5	Pirelli	35.1	9
5	5	Zenith	Pierre Fabre, GAC Group, Marti Derm (SEO)	35.4	Biostime Digital and Social Buying	27.3	4
6	6	Vizeum	Visit Scotland	22.4		22.4	7
7	7	Blue 449	Perfetti	11.4		11.4	1
8	9	Havas Media	GAC Triumpchi, Miele Project, DNSW Project	9.9	FMCG Client	8.3	4
9	8	OMD	Internet Client	8.7		8.2	2
10	13	Initiative	Revlon Global	5.1		5.1	2
11	10	Spark Foundry	Marriott Global, Lenovo Global	3.5		3.5	2
12	16	MediaCom	adidas Global Buying, Hilton Global, Bose	8.5	Revlon Global	2.7	3
13	11	Universal McCann	Entertainment Client	0.6		0.6	2
14	12	SapientRazorfish	Marriott	0.2		0.2	1
15	14=	Allyes		0.0		0.0	0
16	18	Mindshare	Booking.Com, Yili-Pan entertainment Project	20.3	Ermengildo Zegna Holditalia SpA	-7.8	5
17	17	Starcom	Pirelli	2.1	Insurance Client	-18.8	2
18	19	GIMC		0.0	GAC Group	-32.6	0
						330.3	83

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.