



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	151.7		151.5	41
2	2	Isobar	FMCG Client	71.6		71.6	49
3	3	Leo Burnett	Volkswagen Project, WeBank, Wago Project	53.4		53.4	7
4	4	J Walter Thompson	Skechers Project, Avon Project, NetEase, Danz - Wetcode	45.3		45.3	11
5	5	Publicis	Luxottica Project, Nestle Project, Friso Project, Boucheron, Porsche	35.0		35.0	33
6	8	Saatchi & Saatchi	Yili Brand, Kraft-Heinz(Planters/Heinz/Master) Project, Sands Project, CosBeauty	30.6		30.6	11
7	7	McCann WorldGroup	Suntory (Tea) Project, Amazon Project, Vichy Cosmetics	27.3		27.3	14
8	6	DDB	VIVO Project, Midland Hong Kong Project	20.3		20.3	3
9	12	Grey Group	Bose, Carlsberg's Tuborg	14.3		14.3	2
10	-	Digitas	Nestle, Nu Skin China Project, Huawei China Project	14.1		14.1	3
11=	9	Serviceplan	Tencent Sports, ERDOS Men, Mentniu Chunzhen	13.0		13.0	3
11=	14	Y&R	Office Depot, GNC vitamins	13.0		13.0	1
13	10	Dentsu	Electronic Client	9.3		9.3	5
14	11	CARNIVO	Liu Shen	6.5		6.5	1
15	26	TBWA	UNIQLO	13.0	Vichy Cosmetics	4.8	1
16	13	M&C Saatchi	Byton electric car	0.3		0.3	1
17=	15	Wieden & Kennedy		0.0		0.0	0
17=	16	Havas Worldwide		0.0		0.0	0
17=	17	Cheil		0.0		0.0	0
17=	18	FCB		0.0		0.0	0
						506.2	186



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	SAIC/Roewe & MG, Michael Kors, Samsonite	90.4	Marriott	86.7	11
2	2	PHD	Tourism Quebec, Almond Board of California, Resorts World Sentosa	58.7		58.7	7
3	3	Zenith	Pierre Fabre, GAC Group, Marti Derm (SEO)	35.4	Biostime Digital and Social Buying	27.3	4
4	4	Vizeum	Car Clinet	19.6		19.6	1
5	13=	Blue 449	Perfetti	11.4		11.4	1
6	13=	OMD	Internet Client	8.7		8.7	2
7	7	Havas Media	GAC Triumphchi, Miele Project, DNSW Project	9.9	FMCG Client	8.3	4
8	5	dentsu X	FMCG Client	7.4		7.4	4
9	6	Carat	Ermengildo Zegna Holditalia SpA	3.6	Pirelli	3.4	2
10	8	Publicis Groupe	Campbell Soup	2.0		2.0	1
11	9	Spark Foundry	Marriott	1.5		1.5	1
12	10	MediaCom	Bose	0.7		0.7	1
13=	11	SapientRazorfish	Marriott	0.2		0.2	1
13=	12	Starcom	Pirelli	0.2		0.2	1
15=	13=	GroupM		0.0		0.0	0
15=	13=	Initiative		0.0		0.0	0
15=	13=	Allyes		0.0		0.0	0
15=	13=	Universal McCann		0.0		0.0	0
19	19	Mindshare	FMCG Client	13.0	Ermengildo Zegna Holditalia SpA	-8.6	1
20	20	GIMC		0.0	GAC Group	-32.6	0
						194.8	42

### 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.