R3 WORLDWIDE

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / May 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	ERG Project, Shlottery Project, Chengdu Financial City, Kingenta Ecological Engineering Group Project	284.9	Amway Artistry Project	283.6	79
2	2	Isobar	FMCG Client	120.9		120.9	86
3	3	J Walter Thompson	Nikon Digital , Skechers Project, Avon Project, NetEase, Danz - Wetcode	80.0		80.0	21
4	4	Leo Burnett	Volkswagen Project, DiDi Project, Nestle Project, Yili Ambrosial & Satine	67.7		67.7	13
5	11	Dentsu	Electronic Client	66.6		66.6	24
6	5	Publicis	Carrefour, HouBen Finance, Tmall Oversea Project	58.1		58.1	53
7	8	McCann WorldGroup	Suntory (Tea) Project, Amazon Project, Vichy Cosmetics, Shenzhen Happy Valley Project	44.1		44.1	30
8	7	Saatchi & Saatchi	Macro, Fallon Prague Project, Vanke, Haixinsha Exhibition, Watsons	44.0		44.0	18
9	6	BBDO	ViVO Project, DiDi, Master Kang	46.6	Campbell Soup	42.5	8
10	9	DDB	Unigroup Project, SAIC Project Project, MWC Project	32.0		32.0	10
11	10	Digitas	Unilever Digital, Nike Project, Wyeth China Project, SK II Project	23.5		23.5	7
12	-	arkr Group	adidas Digital, Carlsberg Digital	19.6		19.6	2
13	12	Grey Group	Bose, Carlsberg's Tuborg	14.3	Amway Artistry Project	13.3	2
14=	13=	Serviceplan	Tencent Sports, ERDOS Men, Mentniu Chunzhen	13.0		13.0	3
14=	13=	Y&R	Office Depot, GNC vitamins	13.0		13.0	1
14=	27	Bin Tang	Dairy Queen Brand	13.0		13.0	1
17	16	TBWA	UNIQLO, IMAX	19.6	Vichy Cosmetics	11.3	2
18	17	Wieden & Kennedy	Converse, Marubi	8.5		8.5	2
19=	15	CARNIVO	Liu Shen	6.5		6.5	1
19=	-	Social Touch	BMW Project	6.5		6.5	1
						976.0	368

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / May 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	11
3	3	PHD	Tourism Quebec, Almond Board of California, Resorts World Sentosa	65.2		65.0	8
4	4	Carat	Ermengildo Zegna Holditalia SpA	38.9	Pirelli	38.8	8
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	8	OMD	Internet Client	8.7		8.7	2
9	9	Havas Media	GAC Triumpchi, Miele Project, DNSW Project	9.9	FMCG Client	8.3	4
10	11	Spark Foundry	Marriott	1.5		1.5	1
11	13	Universal McCann	Entertainment Client	0.6		0.6	2
12	14	SapientRazorfish	Marriott	0.2		0.2	1
13	15=	Initiative	Clothing Client	0.2		0.2	1
14=	10	Publicis Groupe		0.0		0.0	0
14=	15=	Allyes		0.0		0.0	0
16	12	MediaCom	Bose	0.7		-0.3	1
17	18	Starcom	Pirelli	2.1	Insurance Client	-14.7	2
18	17	Mindshare	FMCG Client	13.0	Ermengildo Zegna Holditalia SpA	-15.1	1
19	19	GIMC		0.0	GAC Group	-32.6	0
						321.4	73