



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Nov 2017

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	Chengdu Financial City Project, Inmarsat Aviation, Macau Shopping Festival Project, Sony Music	300.7	Hasbro/Play-doh Project	288.3	85
2	2	Isobar	FMCG Client	281.1		281.1	206
3	3	Dentsu	Car Client	104.2		104.2	62
4	4	Leo Burnett	Gome, Valio Project, Volkswagen Project	74.0		74.0	28
5	5	Publicis	Huawei Project, Asics Project, Themofisher Project	71.2	PETCO	70.8	86
6	6	McCann WorldGroup	Property Consultant Project, Banma GPS Project, DAIKIN Project	71.1	Hisense	69.1	57
7	7	Wieden & Kennedy	BMW China Digital, Kentucky Fried Chicken project, Converse Jack Purcell project	54.8		54.8	7
8	9	Saatchi & Saatchi	MayLand City, Wal-mart, Coca-Cola - Georgia Coffee Project	53.1	A.O.Smith	50.1	34
9	10	J Walter Thompson	Potevio Project, Firesland Project, Jahwa Project	76.0	China Unicom	48.0	52
10	8	M&C Saatchi	SGMW auto 510 model, AMT platform service, Meng Niu Project	42.4		42.4	5
11	23	Havas Worldwide		32.6		32.6	1
12	11	Cheil	China Unicom, FAW-Volkswagen Brands	21.5		21.5	2
13	12	DDB	Max Factor Project, Fila Project, Volvo Project, Hisense, Overseas Chinese Town Project	30.2	XTEP	19.8	19
14	13	FCB	WM Motor	13.4		13.4	2
15	14	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
16	15	Allyes	SAIC MOTOR	13.0	Changan Ford	12.4	1
17	16	Reload	Unilever Dove Social	6.5		6.5	1
18	17	TSLA	CitizenM and Artyzen Hospitality Group	3.3		3.3	1
19	18	VML	Fruiti, Sougou	2.6		2.6	2
20	19	Hylink	Brand USA	2.0		2.0	1
						1207.0	658



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Nov 2017

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	MediaCom	Tchibo, Akzo Nobel Paints, La Prairie, Fonterra, Oldtown White Coffee	212.0	Car Client	209.9	20
2	2	Mindshare	L'oreal Performance and Ecommerce, Unilever Communications Planning	239.0	Car Client	203.8	15
3	3	dentsu X	Car Client	129.5	Fonterra	121.1	16
4	4	Carat	Royal Caribbean	124.3	Lego	118.8	36
5	5	Starcom	Kraft Heinz, Prada Group, AB InBev	81.2	Tourism Client	74.2	3
6	6	GIMC	FAW Group	32.6		32.6	1
7	7	GroupM	LVMH	32.6	IT Client	32.2	1
8	8	Vizeum	Borgward Auto (Planning)	25.5		25.5	12
9	11	MEC	Ren Ren Che, Queensland Tourism, Mercedes Benz, Amazon, Vitasoy TV buying	72.7	Haier Project	25.4	7
10	9	Zenith	Bank of Communications, Didi	65.9	LVMH	23.5	5
11	10	OMD	Macalline, Norwegian Cruise Line, Alfa Romeo	24.8	Carlsberg	18.7	7
12	12	Havas Media	VGIC Project, Yellow Tail Project, Chery Jaguar Land Rover Project,	14.4		14.4	21
13	13	Blue 449	Alibaba (Media Planning)	49.2		10.1	2
14	14	Initiative	Lego, Carlsberg, Mengniu Chunzhen Digital, M&M's World Shanghai	8.2		8.2	4
15	15	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
16	17	Spark Foundry	Club Med	4.9		4.9	2
17	16	Reload	Nestle (Social Media)	3.6		3.6	2
18	18	PHD	HP Digital, Meituan Project, Haier Project, Huawei Consumer BG	47.7	Unilever Communications Planning	-8.4	6
19	19	Universal McCann	Coach Global, Spotify	1.9	Amazon	-10.1	3
						914.9	164

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.