

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	294.8	Hasbro/Play-doh Project	282.4	82
2	2	Isobar	FMCG Client	256.3		256.3	181
3	3	Dentsu	Car Client	103.1		103.1	57
4	5	Leo Burnett	Hainan Airline, Hilton Project, Baidu Project	66.3		66.3	24
5	8	Publicis	Menarini, VeiXin Credit, Nestle Project	65.8	PETCO	65.5	71
6	4	McCann WorldGroup	Shenzhen Shun Dian Project, China Life (Shenzhen) Project, OPPEIN Project	65.8	Hisense	63.7	49
7	6	Wieden & Kennedy	BMW China Digital, Kentucky Fried Chicken project, Converse Jack Purcell project	43.0		43.0	4
8	9	M&C Saatchi	SGMW auto 510 model, AMT platform service, Meng Niu Project	42.4		42.4	5
9	10	Saatchi & Saatchi	P&G Project, Echanger, Sands Project	44.9	A.O.Smith	42.0	25
10	7	J Walter Thompson	Shenzhen Sanjiu Project, Tsingtao Beer Project, Tencent Finance Project	70.0	China Unicom	41.9	48
11	11	Cheil	China Unicom, FAW-Volkswagen Brands	21.5		21.5	2
12	12	DDB	Fila Project, Volvo Project, Hisense, Overseas Chinese Town Project	28.2	XTEP	17.9	18
13	13	FCB	WM Motor	13.0		13.0	1
14	14	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
15	15	Allyes	SAIC MOTOR	13.0	Changan Ford	12.4	1
16	16	Reload	Unilever Dove Social	6.5		6.5	1
17	17	TSLA	CitizenM and Artyzen Hospitality Group	3.3		3.3	1
18	18	VML	Fruiti, Sougou	2.6		2.6	2
19	19	Hylink	Brand USA	2.0		2.0	1
20	20	Bin Tang	Nestle HOD Digital	0.7		0.7	1
						<b>1128.5</b>	<b>580</b>

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	2	MediaCom	La Prairie, Fonterra, Oldtown White Coffee, PSA Group Global, Burt's Bees	210.5	Car Client	208.5	18
2	1	Mindshare	IBM, Supor, V Credit, Yum!, Diageo, Home Credit	219.5	Car Client	196.6	13
3	4	dentsu X	Car Client	126.2	Fonterra	117.7	13
4	3	Carat	FMCG Client	97.5	Shiseido (Digital buying)	93.5	32
5	5	Starcom	Kraft Heinz, Prada Group, AB InBev	81.2	Tourism Client	74.2	3
6	7	GIMC	FAW Group	32.6		32.6	1
7	8	GroupM	LVMH	32.6	IT Client	32.2	1
8	11	Vizeum	Borgward Auto (Planning)	24.9		24.9	11
9	19	Zenith	Bank of Communications, Didi	65.9	LVMH	23.5	5
10	9	OMD	Macalline, Norwegian Cruise Line, Alfa Romeo	24.8	Carlsberg	18.7	7
11	10	Wavemaker	Mercedes Benz, Amazon, Vitasoy TV buying	61.3	Haier Project	14.5	5
12	12	Havas Media	VGIC Project, Yellow Tail Project, Chery Jaguar Land Rover Project,	14.4		14.4	21
13	6	Blue 449	Alibaba (Media Planning)	49.2		10.1	2
14	16	Initiative	Carlsberg, Mengniu Chunzhen Digital, M&M's World Shanghai	6.6		6.6	3
15	13	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
16	14	Reload	Nestle (Social Media)	3.6		3.6	2
17	15	Spark Foundry	Club Med	3.3		3.3	1
18	17	PHD	HP Digital, Meituan Project, Haier Project, Huawei Consumer BG	47.7	Changan PSA	-5.1	6
19	18	Universal McCann	Coach Global, Spotify	1.9	Amazon	-10.1	3
						866.2	148

### 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.