R3 WORLDWIDE

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	Fangte - Rebranding and brand consulting, Foshan Electrical And Lighting Co.,Ltd Project, Guangdong Leatop Real Estate Investment Co., Ltd Project, Lenoco Project	351.2	Amway Artistry Project	350.0	122
2	2	Isobar	FMCG Client	205.3		205.3	141
3	3	Publicis	Shiseido Project, Huarun Painting, Marster Kong Project, Nike	182.4		182.4	89
4	6	J Walter Thompson	Henkel China, General Mills Project, Dupont-Coteva, Vitasoy Project, Wyeth - platinum Project,	123.5		123.5	39
5	4	Leo Burnett	Hainan Airlines, VW New car brand identity (Phase 4), Origo Coffee VI, Buick, Jacobs Coffee	107.7		107.7	21
6	7	Saatchi & Saatchi	Sands Project, China UnionPay Project, CosBeauty Project, Siemens Home Appliances Project	100.2		100.2	25
7	5	BBDO	Ford, ViVO Project, DiDi, Master Kang	98.8	Campbell Soup	94.7	9
8	8	McCann WorldGroup	Yinji Holiday Resort, OLD Temple JEWELRY Project, Chivas Project, Loft Film Project, China Merchants Bank Project, Microsoft	81.3	Cathay Pacific	81.3	64
9	10	Digitas	Mercedes-Benz Project, Unilever Project, Huawei China Project, Clinique Project	66.9		66.9	18
10	9	Dentsu	Electronic Client	66.9		66.9	26
11	11	DDB	Amway 2, New China Insurance Project, Lufthansa Project, AEG Project, Blue Moon Project	67.1	Samsung Electronics visual display	46.5	22
12	12	VMLY&R	Puma，Office Depot, GNC vitamins	26.1		26.1	2
13	13	FCB	Bosch Home & Garden, Chaoyang Tier	23.5		23.5	3
14	14	arkr Group	adidas Digital, Carlsberg Digital	19.6		19.6	2
15=	15=	Serviceplan	Tencent Sports, ERDOS Men, Mentniu Chunzhen	13.0		13.0	3
15=	15=	Bin Tang	Dairy Queen Brand	13.0		13.0	1
17	17	TBWA	UNIQLO, IMAX	19.6	Vichy Cosmetics	11.3	2
18	18	Wieden & Kennedy	Converse, Marubi	8.5		8.5	2
19=	19=	CARNIVO	Liu Shen	6.5		6.5	1
19=	21	Social Touch	BMW Project	6.5		6.5	1
						1558.3	602

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	2	Mindshare	Nestlé，General Mills, Amway, China Sports Lottery，Booking.Com	189.9	American Express	150.1	21
2	1	Wavemaker	Chando, Unionpay Hong Kong Project, BC Card Korea, Greenfields，JinRi Toutiao, JALA Planning AOR	184.1	United Airlines	144.8	31
3	3	Starcom	BMW, Pirelli	97.0	Mars Buying	85.1	3
4	6	OMD	McDonald's, Daimler, Internet Client	84.4	Intel	78.0	6
5	4	dentsu X	Car Clinet	77.0	Park Client	72.9	12
6	5	Havas Media	China Telecom, JDE, AMD, GRUPPO ITALIANO VINI	72.7	FMCG Client	71.2	18
7	7	PHD	Tourism Quebec, Almond Board of California, Resorts World Sentosa	65.2	GlaxoSmithKline	58.5	8
8	8	Zenith	Ralph Lauren, GSK, Huawei(Performics) Project, Pierre Fabre, GAC Group	59.2	Amway	44.4	7
9	9	MediaCom	Little Red Book, Alibaba Group, Nan Fu Battery	58.8	GSK	36.6	10
10	10	Spark Foundry	Marriott Global, Lenovo Global	30.5		30.5	3
11	11	Vizeum	Visit Scotland	23.4		23.4	12
12	14	Initiative	Revlon Global	13.1		13.1	7
13	12	Universal McCann	Entertainment Client	15.1	General Mills	12.2	7
14	13	Blue 449	Perfetti	11.4		9.5	1
15	15	SapientRazorfish	Marriott	0.2		0.2	1
16=	16=	Allyes		0.0		0.0	0
16=	16=	Reload		0.0		0.0	0
18	18	Carat	Ermengildo Zegna Holditalia SpA	42.3	Amway	-26.8	12
						771.0	159