

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	Inmarsat Aviation, Macau Shopping Festival Project, Sony Music	268.4	Hasbro/Play-doh Project	256.0	79
2	2	Isobar	FMCG Client	191.5		191.5	141
3	3	Dentsu	Car Client	72.5		72.5	45
4	4	McCann WorldGroup	SVR Project, Nanjing Happy Valley Project, 阳光汇金所 (HFAX) Project	61.8	Hisense	59.8	40
5	5	Leo Burnett	Pfizer Viagra, Huaxia Automotive Project, China Resources Corporation Project	57.9		57.9	19
6	6	Wieden & Kennedy	BMW China Digital, Kentucky Fried Chicken project, Converse Jack Purcell project	43.0		43.0	4
7	8	J Walter Thompson	Shenzhen Sanjiu Project, Tsingtao Beer Project, Tencent Finance Project	68.3	China Unicom	42.4	44
8	7	Publicis	Renault, Chile cherry Project, Marti Derm Project	42.0	PETCO	41.6	45
9	15	M&C Saatchi	SGMW auto 510 model, AMT platform service, Meng Niu Project	35.9		35.9	4
10	9	Saatchi & Saatchi	General Mills - Yoplain Project, Geely, Sands Project, Sands , Wanning Project	29.6	A.O.Smith	26.6	11
11	10	Cheil	China Unicom, FAW-Volkswagen Brands	21.5		21.5	2
12	11	DDB	Volvo Project, Hisense, Overseas Chinese Town Project	26.3	XTEP	15.9	17
13	12	FCB	WM Motor	13.0		13.0	1
14	13	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
15	14	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
						914.3	463

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Mindshare	IBM, Supor, V Credit, Yum!, Diageo, Home Credit	219.5	Car Client	196.6	13
2	2	MediaCom	La Prairie, Fonterra, Oldtown White Coffee, PSA Group Global, Burt's Bees	171.4	Car Client	169.3	17
3	8	Carat	FMCG Client	150.8	Shiseido (Digital buying)	146.9	29
4	3	dentsu X	Car Client	125.9	Fonterra	117.4	11
5	9	Starcom	Kraft Heinz, Prada Group, AB InBev	81.2	Tourism Client	74.2	3
6	4	Blue 449	Alibaba (Media Planning)	49.2		49.2	2
7	5=	GIMC	FAW Group	32.6		32.6	1
8	5=	GroupM	LVMH	32.6		32.2	1
9	12	OMD	Macalline, Norwegian Cruise Line, Alfa Romeo	24.8	Carlsberg	18.7	7
10	7	Wavemaker	Mercedes Benz, Amazon, Vitasoy TV buying	61.3	Haier Project	14.5	5
11	10	Vizeum	Finance Client	13.9		13.9	8
12	11	Havas Media	Yellow Tail Project, Chery Jaguar Land Rover Project,	13.5		13.5	20
13	15	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
14	16	Reload	Nestle (Social Media)	3.6		3.6	2
15	17	Spark Foundry	Club Med	3.3		3.3	1
16	18	Initiative	Carlsberg, Mengniu Chunzhen Digital, M&M's World Shanghai	1.7		1.7	2
17	14	PHD	Haier Project, Huawei Consumer BG, HP(digital), Unionpay International Project	45.1	Changan PSA	-7.7	4
18	19	Universal McCann	Coach Global, Spotify	1.9	Amazon	-10.1	3
19	13	Zenith	Bank of Communications, Didi	65.9	LVMH	-73.3	5
						803.1	135

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.