

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	Lenoco Project, Macao Shopping Festival Project	343.3	Amway Artistry Project	342.0	112
2	3	Isobar	FMCG Client	205.3		205.3	141
3	2	Publicis	Shiseido Project, Huarun Painting, Marster Kong Project, Nike	182.4		182.4	89
4	4	Leo Burnett	Buick, Jacobs Coffee, Mondelez, Volkswagen Project, DIDI Project	98.3		98.3	18
5	11	BBDO	Ford, ViVO Project, DiDi, Master Kang	98.8	Campbell Soup	94.7	9
6	5	J Walter Thompson	MeadJohnson Project, Mars Project, NUTRICIA Project	87.0		87.7	25
7	6	Saatchi & Saatchi	Siemens Home Appliances Project, Cathay Pacific	85.1		85.1	21
8	7	McCann WorldGroup	Chivas Project, Loft Film Project, China Merchants Bank Project, Microsoft	73.8	Cathay Pacific	73.8	60
9	8	Dentsu	Electronic Client	66.9		66.9	26
10	10	Digitas	Huawei China Project, Clinique Project, McDonald's Project, Bosch Project	53.3		53.3	15
11	9	DDB	New China Insurance Project, Lufthansa Project, AEG Project, Blue Moon Project	65.8	Samsung Electronics visual display	45.1	21
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	Grey Group	Bose, Carlsberg's Tuborg	14.3	Amway Artistry Project	7.8	2
20	20	CARNIVO	Liu Shen	6.5		6.5	1
						1467.5	564

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	JinRi Toutiao, JALA Planning AOR, Hungary Tourism, Didi Social account management AOR	170.2	United Airlines	131.0	27
2	2	Mindshare	Amway, China Sports Lottery, Booking.Com, Yili-Pan entertainment Project	139.3	American Express	99.6	18
3	17	Starcom	BMW, Pirelli	97.0	Mars Buying	84.6	4
4	3	dentsu X	Car Clinet	77.0	Park Client	72.9	12
5	6	Havas Media	China Telecom, JDE, AMD, GRUPPO ITALIANO VINI	70.7	FMCG Client	69.2	17
6	13	OMD	McDonald's, Internet Client	73.9	Intel	67.6	3
7	4	PHD	Tourism Quebec, Almond Board of California, Resorts World Sentosa	65.2	GlaxoSmithKline	58.5	8
8	7	Zenith	GSK, Huawei(Performics) Project, Pierre Fabre, GAC Group	56.6	Amway	44.4	6
9	5	MediaCom	Little Red Book, Alibaba Group, Nan Fu Battery	58.8	GSK	36.6	10
10	8	Spark Foundry	Marriott Global, Lenovo Global	30.5		30.5	3
11	9	Vizeum	Visit Scotland	23.4		23.4	12
12	10	Universal McCann	Entertainment Client	15.1	Cathay Pacific	14.0	7
13	11	Blue 449	Perfetti	11.4		11.4	1
14	12	Initiative	Revlon Global	9.7		9.7	5
15	14	SapientRazorfish	Marriott	0.2		0.2	1
16=	15=	Allyes		0.0		0.0	0
16=	15=	Reload		0.0		0.0	0
18	18	Carat	Ermengildo Zegna Holditalia SpA	42.3	Amway	-26.8	12
						694.1	146

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.