

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Nov 2015

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	Techcode, Haitian, HaDay Food	244.98		244.94	144
2	3	Dentsu	Toyota Project, Chia Tai, Jinmailang	144.03	Junlebao	129.38	52
3	2	McCann WorldGroup	Airmate, GuangHui Project, State Street Project	127.54	Finance Client	122.86	99
4	5	Publicis	Proya Project, Jing Dong Project, ChangAn Project	83.48	Tu Niu	69.63	48
5	4	BBDO	Spritzer, Johnnie Walker Blue Label, Wrigley(digital)	62.87		62.87	17
6	6	DDB	Nippon Project, Junlebao, KVB China Project	59.94		59.94	22
7	7	J Walter Thompson	Pepsi Weidongli Water, Double A Project, Fila	66.39	Friso Infant Milk Project	52.72	40
8	11=	TBWA	Twinnings, Siemens appliances	33.17		33.17	23
9	8	Mullen Lowe	Minute Maid Pulpy, 360, Buick D-Car, Anta Sportswear	24.25		24.25	8
10	10	Y&R	Dangdang.com, Mead Johnson Project, VisitBritain Project, Essilor Project	13.42	Land Rover	11.55	5
11	14	Grey Group	Unilever Project, ABI-Budweiser Project, Dell Project	11.17		11.17	23
12	11=	M&C Saatchi	SteelMate Auto Electronics, Huagain Paper, Tmall.com	9.36		9.36	4
13	13	SapientNitro	Hennessy Brand, Riot Games, Huai Wei Project	8.74		8.74	4
14	9	Saatchi & Saatchi	Acer, Geely Car	15.60	Siemens appliances	8.11	2
15	15	FCB	Hisense(Vidda)	6.24		6.24	1
16	16	Leo Burnett	Hilton Worldwide, Liepin.com, Uni-President Project	15.85	Anta Sportswear	6.49	8
17	17=	Wieden & Kennedy	Maxwell House	3.12		3.12	1
18=	17=	Bates		0.00		0.00	0
18=	17=	Iris		0.00		0.00	0
18=	17=	Havas Worldwide		0.00		0.00	0
21	21	BBH		0.00	Qoros Project	-23.46	0
						841.1	501

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Nov 2015

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	10	PHD	Unilever, Bacardi, C&A, SC Johnson(buying), Hawaii Tourism	139.0	Transitions	138.11	9
2	6	ZenithOptimedia	Mercedes-Benz, Chery Auto, Biostime (Digital), Columbia	106.8	Magic Masks	105.25	24
3	1	Carat	Xiwang (Planning), Evergrowing Bank, Visit California(Digital)	135.5	BMW	87.78	79
4	2	OMD	Bull Group, Jingdao Advertising, UNICEF	85.3	Danone Brands(Offline)	83.13	11
5	3	Dentsu Media	Baidu, Acura Brand Promotion, Toyota Project, China Bank Project	74.4		74.38	46
6	4	Starcom MediaVest	BMW, Cestbon, VIPABC, Burger King	52.3		52.27	5
7	5	Mindshare	Lee Kum Kee, JunLeBao, Handan Pharmaceutical	48.4		48.37	8
8	8	MediaCom	Ocean Park, Bank of China, ZTE, Gameloft	31.7	Etihad Airways Partners	24.86	12
9	9	Havas Media	Lemon Square, City On, Hua Wei Project	46.6	Aeroflot - Russian Airlines	24.19	16
10	11	Initiative		0.0		0.00	0
11	12	Universal McCann	Bailian Group, Semir, English First	3.4	Subway	-0.39	6
12	13	Maxus	Subaru, Otterbox	1.0	SC Johnson(buying)	-6.39	2
13	14	Vizeum	Panasonic, Jinmailang Products, Aeroflot - Russian Airlines	9.1	AXA Tianping Auto Insurance	-17.31	7
14	7	MEC	China Mobile/Migu, Danone Brands(Offline), Calvin Klein	38.7	Mercedes-Benz	-24.05	12
						590.2	237

METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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