

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Nov 2016

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	DTO Project, Giti Tire, Nestle Project, Semir Garment Project	367.6	Shuijingfang	365.2	191
2	2	Isobar	FMCG Client	288.2		288.2	162
3	3	Publicis	Ausnutrition, Tuopai Project, Alisports Project, Evergrande	176.9	FMCG Client	170.4	122
4	4	Dentsu	Auto Client	157.0	Jing Dong Project	156.8	70
5	5	Saatchi & Saatchi	Boneco, Sands Project, P&G Project, VIVO Project	135.0	Shinho	132.5	23
6	6	McCann WorldGroup	Qualcomm, TOTOLE Project, Anta (Kids) Project	127.3		125.3	90
7	7	TBWA	Adidas Project, Danone Project, Lincoln Project	94.0		92.1	39
8	12	DDB	Hennessy, Costa Cruise, Suntory Project, Babalot Project	78.2	Vita Tea	76.3	29
9	9	J Walter Thompson	Cheung Kong Project, Huawei Project, Thai Union Project	79.1	FMCG Client	72.6	60
10	8	Cheil Worldwide	Nissan Infiniti Motor(Digital)	70.6		70.6	20
11	13	Y&R	Cool Pad Technology, Pepsi Nutrition, Unicom VSENS	62.0		62.0	8
12	10	Havas Worldwide	Bank of Communications, Uni Green Tea, Huawei Project	58.7		58.7	3
13	11	Leo Burnett	Cadillac CT6, P&G Project, China Mobile(And 4G)	52.3		52.3	16
14	14	Fred & Farid	Sephora, Mondelez Project, Vivo	39.1	Car Client	23.5	3
15	15	Interone	HNA Group	19.6		19.6	1
16	16	Grey Group	Bose, ABI Project, Microsoft Project	15.4		15.4	14
17	17	FCB	Nubia Z11	13.0		13.0	3
18	18	BBDO	MetLife	12.4		12.4	3
19	19	Wieden & Kennedy	AB InBev - Corona	7.2		7.2	2
20	20	AKQA	Johnson's Baby Digital	6.5		6.5	1
21	21	DAIKO	Zheng zhou Nissan, Artistic Beer/Laoshan Beer, DYK - KX5 Project	9.8	China Southern Airline	4.9	3
22	22	Wunderman	Campanile Hotels	3.3		3.3	1
						1828.6	864

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Nov 2016

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	Yili (Planning and Content), Uniqlo, Yinlu(Planning), Lixil, Nvidia	297.7	FMCG Client Project	270.2	17
2	2	Zenith	FCA, Abbott, Shanghai General Motors, L'Oréal (Performance) Henkel	209.1		209.1	15
3	3	MediaCom	Borgward, P&G (SKII/Olay) Planning, Didi, 51Talk	158.5	Car Client(Digital)	137.4	19
4	4	Carat	Dream Cruises, Bright Dairy Project, Nippon (Ecommerce)	99.6		99.6	67
5	5	Dentsu Media	FTMS Project	69.1	Alcon(Planning)	67.8	14
6	6	PHD	Unionpay International, Volkswagen, Swisse, Carnical Cruise Lines	43.1	New Balance	39.8	5
7	7	OMD	Amazon, Sony Pictures, Carlsberg	41.5	SilkAir	33.5	10
8	8	Vizeum	FMCG Client Project	20.2		20.2	10
9	9	Havas Media	ABB, Philips Lighting, Remy Martin Project, Bellamy's Organic Project	7.0		7.0	13
10	10	Universal McCann	GMI(Planning), Lennar, VF Group, Ningbo Fangte, Coty Brands	50.5	FCA	6.1	7
11	11	Allyes	Snow Beer (Online)	3.3		3.3	1
12	12	Mediavest Spark	Macau Galaxy	2.6		2.6	1
13	13	Initiative	Continental Tire	0.6		0.6	1
14	14	MEC	MeituanWaimai, Suning(Planning), Vitasoy(Planning)	4.3	IT Client(Search)	-2.4	9
15	15	Maxus		0.0	Manufacture Client	-3.3	0
16	16	Starcom	Yi Ou Lai, Pandora	8.0	GMI(Planning)	-25.4	3
						866.1	192

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.