

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	Merck Project, HP Project, Agoda.com	218.05		218.01	126
2	3	McCann WorldGroup	Airmate, GuangHui Project, State Street Project	127.54	Finance Client	122.86	99
3	2	Dentsu	Toyota Project, Chia Tai, Jinmailang	136.17	Junlebao	121.52	48
4	4	BBDO	Spritzer, Johnnie Walker Blue Label, Wrigley(digital)	62.87		62.87	17
5	5	Publicis	Phicomm Project, Vatti Project, Kerry Property Project	74.93	Tu Niu	61.07	44
6	7	DDB	Junlebao, KaiXin Second-hand Car, Haday Group Project	53.26		53.26	18
7	6	J Walter Thompson	Double A Project, President Water Project, Fila	61.44	Friso Infant Milk Project	47.77	36
8	8	Mullen Lowe	360, Buick D-Car, Anta Sportswear, Unilever Food Solutions Project	23.00		23.00	7
9	9	Saatchi & Saatchi	Acer, Geely Car	15.60		15.60	2
10	10	Y&R	Dangdang.com, Mead Johnson Project, VisitBritain Project, Essilor Project	13.42	Land Rover	11.55	5
11-	11=	TBWA	Twinnings	9.36		9.36	9
11-	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	14	Grey Group	Unilever Project, ABI-Budweiser Project, Dell Project	8.55		8.55	8
15	16=	FCB	Hisense(Vidda)	6.24		6.24	1
16	15	Leo Burnett	Liepin.com, Uni-President Project	14.29	Anta Sportswear	4.93	7
17-	16=	Bates		0.00		0.00	0
17-	16=	Wieden & Kennedy		0.00		0.00	0
17-	16=	Iris		0.00		0.00	0
17-	16=	Havas Worldwide		0.00		0.00	0
21	21	BBH		0.00	Qoros Project	-23.46	0
						761.2	435

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	3	Carat	Xiwang (Planning), Evergrowing Bank, Visit California(Digital)	133.7	BMW	86.07	75
2	1	OMD	UNICEF, Galaxy Macau, Maserati, WangLaoJi	83.4	Danone Brands(Offline)	81.25	9
3	2	Dentsu Media	Baidu, Acura Brand Promotion, Toyota Project, China Bank Project	71.3		71.26	45
4	4	Starcom MediaVest	BMW, Cestbon, VIPABC, Burger King	52.3		52.27	5
5	5	Mindshare	Lee Kum Kee, JunLeBao, Handan Pharmaceutical	48.4		48.37	8
6	6	ZenithOptimedia	Chery Auto, Biostime (Digital), Columbia	44.4	Magic Masks	42.84	23
7	7	MEC	China Mobile/Migu, Danone Brands(Offline), Calvin Klein	38.7	FAW-VW Sagitar	38.35	12
8	8	MediaCom	Bank of China, ZTE, Gameloft	31.1	Etihad Airways Partners	29.86	11
9	9	Havas Media	Hua Wei Project, Standard Food Project, Hermes, Sotheby	40.7	Aeroflot - Russian Airlines	18.26	14
10	10	PHD	Bacardi, C&A, SC Johnson(buying), Unilever(Search)	13.6	Transitions	12.67	7
11	11	Initiative		0.0		0.00	0
12	12	Universal McCann	Bailian Group, Semir, English First	3.4	Subway	-0.39	6
13	13	Maxus	Subaru, Otterbox	1.0	SC Johnson(buying)	-6.39	2
14	14	Vizeum	Panasonic, Jinmailang Products, Aeroflot - Russian Airlines	9.1	AXA Tianping Auto Insurance	-17.31	7
						457.1	224

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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.

For more details please write to greg@rthree.com