

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	332.6	Shuijingfang	330.2	179
2	2	Isobar	FMCG Client	269.2		269.2	149
3	3	Publicis	Ausnutrition, Tuopai Project, Alisports Project, Evergrande	176.9	FMCG Client	170.4	123
4	8	Dentsu	Auto Client	141.2	Jing Dong Project	141.1	66
5	4	Saatchi & Saatchi	Boneco, Sands Project, P&G Project, VIVO Project	135.0	Shinho	132.5	23
6	5	McCann WorldGroup	Zhong Liang Project, Wanglaoji Project, MasterCard Project	95.1		95.1	84
7	6	TBWA	Car2Go, Adidas Project, Vivo Project,	88.2		86.2	33
8	7	Cheil Worldwide	Nissan Infiniti Motor(Digital)	70.6		70.6	20
9	9	J Walter Thompson	Cheung Kong Project, Huawei Project, Exxonmobil Project	68.7	FMCG Client	62.2	53
10	10	Havas Worldwide	Bank of Communications, Uni Green Tea, Huawei Project	58.7		58.7	3
11	12	Leo Burnett	Cadillac CT6, P&G Project, China Mobile(And 4G)	52.3		52.3	16
12	11	DDB	Shuijingfang, We-Bank, Indigo Hotel, Allergan, Supor Project	47.4	Vita Tea	45.5	23
13	13	Y&R	China Southern Airline, Bosch, Unicom VSENS	37.5		37.5	6
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	-	Grey Group	Bose, ABI Project, Microsoft Project	15.4		15.4	14
17	16	FCB	Nubia Z11	13.0		13.0	3
18	17	BBDO	MetLife	12.4		12.4	3
19	18	Wieden & Kennedy	AB InBev - Corona	7.2		7.2	2
20	19	AKQA	Johnson's Baby Digital	6.5		6.5	1
21	20	DAIKO	Zheng zhou Nissan, Artistic Beer/Laoshan Beer, DYK - KX5 Project	9.8	China Southern Airline Project	4.9	3
22	21	Wunderman	Campanile Hotels	3.3		3.3	1
						<b>1657.1</b>	<b>809</b>

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	Uniqlo, Yinlu(Planning), Lixil, Nvidia	248.8	FMCG Client Project	221.3	16
2	2	Zenith	FCA, Abbott, Shanghai General Motors, L'Oréal (Performance)	201.0		201.0	13
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)	100.1		100.1	64
5	5	Dentsu Media	FTMS Project	68.1	Alcon(Planning)	66.8	13
6	7	PHD	Unionpay International, Volkswagen, Swisse, Carnical Cruise Lines	43.1	New Balance	39.8	5
7	8	OMD	Amazon, Sony Pictures, Carlsberg	30.1	SilkAir	22.1	6
8	9	Vizeum	FMCG Client Project	19.2		19.2	9
9	10	Havas Media	ABB, Philips Lighting, Remy Martin Project, Bellamy's Organic Project	7.0		7.0	13
10	6	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		0.0		0.0	0
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
						795.6	179

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.