

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	Giti Tire, Nestle Project, Semir Garment Project, Swatch Group Project	297.2	Shuijingfang	295.2	163
2	2	Isobar	FMCG Client	241.2		241.2	135
3	4	Publicis	Alisports Project, Evergrande, Cadillac, LV Shou, Huawei Project	158.2	FMCG Client	151.7	114
4	3	Saatchi & Saatchi	Bonoco, Sands Project, P&G Project, VIVO Project	133.7	Shinbo	131.2	23
5	5	McCann WorldGroup	E Le Me Project, Friso Project, Cathay Project, CISCO Project	88.0		88.0	73
6	8	TBWA	Car2Go, Adidas Project, Vivo Project,	83.8	Bosch	81.8	30
7	11	Cheil Worldwide	Nissan Infiniti Motor(Digital)	70.6		70.6	20
8	6	Dentsu	Auto Client	67.3	Jing Dong Project	67.2	47
9	7	J Walter Thompson	Cheung Kong Project, Huawei Project, Exxonmobil Project	68.7	FMCG Client	62.2	53
10	13	Havas Worldwide	Bank of Communications, Uni Green Tea, Huawei Project	58.7		58.7	3
11	10	DDB	Shuijingfang, We-Bank, Indigo Hotel, Allergan	46.9	Vita Tea	45.0	22
12	9	Leo Burnett	P&G Project, China Mobile(And 4G), Huawei B2B, Whirlpool	42.8		42.8	13
13	12	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	-	Interone	HNA Group	19.6		19.6	1
16	15	FCB	Nubia Z11	13.0		13.0	3
17	16	BBDO	MetLife	12.4		12.4	3
18	17	Wieden & Kennedy	AB InBev - Corona	7.2		7.2	2
19	18	AKQA	Johnson's Baby Digital	6.5		6.5	1
20	19	DAIKO	Zheng zhou Nissan, Artistic Beer/Laoshan Beer, DYK - KX5 Project	9.8	China Southern Airline	4.9	3
21	-	Wunderman	Campanile Hotels	3.3		3.3	1
						<b>1463.3</b>	<b>719</b>

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	2	Mindshare	Uniqlo, Yinlu(Planning), Lixil, Nvidia	248.8	FMCG Client Project	221.3	16
2	1	Zenith	Shanghai General Motors, L'Oréal (Performance)	147.2		147.2	11
3	9	MediaCom	P&G (SKII/Olay) Planning, Didi, 51Talk	134.7	Car Client(Digital)	113.6	17
4	3	Carat	Dream Cruises, Bright Dairy Project, Nippon (Ecommerce)	82.5		82.5	55
5	4	Dentsu Media	FTMS Project	68.1	Alcon(Planning)	66.8	13
6	6	Universal McCann	GMI(Planning), Lennar, VF Group, Ningbo Fangte, Coty Brands	50.5	Sony Pictures	45.2	7
7	5	PHD	Unionpay International, Volkswagen, Swisse, Carnical Cruise Lines	43.1	New Balance	39.8	5
8	7	OMD	Amazon, Sony Pictures, Carlsberg	30.1	SilkAir	22.1	6
9	8	Vizeum	FMCG Client Project	19.2		19.2	9
10	10	Havas Media	Philips Lighting, Remy Martin Project, Bellamy's Organic Project	6.6		6.6	12
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
						<b>739.1</b>	<b>165</b>

### 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.