

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / July 2019

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	Publicis	Haier Project, Marster Kong, Porsche Project	153.9	Weigang	153.4	64
2	1	Ogilvy	Gore -Tex Project , Letaotao Project , Chengdu Universiade Project	152.4		152.4	59
3	3	Digitas	Pernod Ricard , Tencent Project , Huawei China Project, UBS Project	114.2		114.2	30
4	4	Leo Burnett	Lincoln China , Audi Finance , VW Project, Yili-Changyi	78.0	CCB	77.2	19
5	5	Saatchi & Saatchi	Lenovo Project, Yili-Baby Milk, Maeil Daily Project, Yili- Shuhua milk	74.9		74.9	27
6	6	BBDO	Mercedes Benz Retainer , Remy Martin Project, Denza Retainer	48.9		48.9	6
7	7	FCB	Alula infant milk powder Lactalis, Flixonase (OTC) GSK, Weltmeister	39.1	Mondelez - Chips Ahoy	37.9	3
8	8	Dentsu	Automobile Manufacture Company	42.2	Liby	37.6	11
9	9	DDB	Haier, Amway - Nutrilite, Kang Long	33.9		33.9	13
10	10	McCann WorldGroup	Mercedes-Benz Arena, Ctrip Project, Hsu Fu Chi Foods Project	32.2	Amway - Nutrilite	19.9	23
11	34	Havas Worldwide	Shanghai Vanke Zhongxing Road, Blue Moon, Jinjiang Louvre	7.5	Baiji Shenzhou	6.3	4
12	11	TBWA	Singapore Airlines	5.2		5.2	1
13	12	FF Shanghai	Turner	3.3		3.3	1
14	13	Anomaly	Johnnie Walker	3.1		3.1	1
15	14	Social Touch	Caltrate, Audi Ecommerce, Qiantu Digital	2.9		2.9	5
16	15	VMLY&R	Roewe, Yida Project, Shinho, Yili Group Project, Abbott Project	2.9		2.9	6
17	16	R/GA	Pandora Jewelry Project	1.3		1.3	1
18	17	Accenture Interactive	Arla	0.8		0.8	1
						741.5	291

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / July 2019

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	Wavemaker	China Mobile, PPG, Huawei, South East Auto, Little Red Book, Chimelong	283.2	Electronics Brand	237.6	13
2	1	Mindshare	Tai Kang Insurance, BP China Project, General Mills Digital Project	175.7	Intercontinental Hotels Group	172.8	19
3	3	OMD	Yili, Hun Li Ji, Amway, Shuanghui (WH Group)	107.7		96.5	5
4	4	Spark Foundry	Electronics Brand Client	91.3		91.3	4
5	8	MediaCom	Nature's Care, Allergan, Abbott Laboratories, Jahwa	86.0		86.0	11
6	5	Charm Group	Chang Ba, Volkswagen Group	49.1		49.1	2
7	7	Universal McCann	Mattel, Nutriva, TATA Motors, Shiseido Project	37.0		37.0	9
8	6	Havas Media	Platinum Guild International, Semir, SPD credit card, UnionPay	35.2		35.2	8
9	9	denstu X	Car Brand Client	29.2		29.2	19
10	10	Zenith	Friso (FrieslandCampina), WeWork AOR	16.0		15.8	3
11	11	Vizeum	E-commerce Client	1.7		1.7	3
12	12	Carat	Beverage Company	37.0	ECCO	-5.9	5
13	13	Starcom		0.0	Jahwa	-13.4	0
14	14	PHD	Disney Studio, Amazon, Google, Singapore Airlines	12.8	Huawei	-112.3	5
						720.7	106