

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Nov 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	1	Ogilvy	Dairy Farm, Mondelez, Gore -Tex Project , Letaotao Project	201.0		201.0	82
2	2	Publicis	Skyworth Project, AXA, Airbnb Project	184.5	Weigang	184.1	94
3	3	Digitas	Tencent Project, Huawei Project, Mercedes-Benz Project	168.4		168.4	49
4	4	Wunderman Thompson	Beiersdorf healthcare brands, Johnson & Johnson, Microsoft Project	131.9		126.2	19
5	6	Leo Burnett	VW Project, Bacardi Project, WeBank Project, Nivea Project, Origo Project	103.8	CCB	103.0	28
6	7	Saatchi & Saatchi	Lenovo Project, Yili-Baby Milk, Maeil Daily Project, Yili- Shuhua milk	99.9		99.9	31
7	5	Dentsu	Automobile Manufacture Company	93.7	Liby	89.0	47
8	8	BBDO	Mercedes Benz Retainer , Remy Martin Project, Denza Retainer	48.9		48.9	6
9	11	McCann WorldGroup	GSK pharmaceuticals, Coke Digital Project, Schneider Electric Project, Infinitus China Project	66.0	Amway - Nutrilite	48.6	51
10	9	DDB	Dairy Farm, Haier, Amway - Nutrilite, Kang Long, Mi Project	42.4		42.4	16
11	12	arkr Group	BMW Project, FrieslandCampina Project, Semir	28.4		28.4	44
12	10	FCB	Alula infant milk powder Lactalis, Flixonase (OTC) GSK, Weltmeister	39.1	Mondelez - Chips Ahoy	15.6	3
13	13	Havas Worldwide	Shanghai Vanke Zhongxing Road, Blue Moon, Jinjiang Louvre	15.3	Baiji Shenzhou	14.1	7
14	14	TBWA	Singapore Airlines	5.2		5.2	1
15	15	FF Shanghai	Turner	3.3		3.3	1
16	16	Anomaly	Johnnie Walker	3.1		3.1	1
17	17	Social Touch	Caltrate, Audi Ecommerce, Qiantu Digital	2.9		2.9	5
18	18	VMLY&R	Roewe, Yida Project, Shinho, Yili Group Project, Abbott Project	2.9		2.9	6
19	19	R/GA	Pandora Jewelry Project	1.3		1.3	1
						1186.2	492

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Nov 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	1	Mindshare	Volvo(Buying), Royal Caribbean Cruises, Dyson, Tai Kang Insurance, BP China Project	206.8	Intercontinental Hotels Group	203.9	33
2	2	Wavemaker	China Mobile, PPG, Huawei, South East Auto, Little Red Book, Chimelong	284.2	Danone Early Life Nutrition	195.8	14
3	3	Spark Foundry	Electronics Brand Client	140.2		140.2	6
4	4	MediaCom	Sony Electronics , Nature's Care, Allergan, Abbott Laboratories, Jahwa	130.2		130.2	15
5	5	OMD	Yili, Hun Li Ji, Amway, Shuanghui (WH Group)	114.9	Danone Waters	87.4	8
6	6	Charm Group	China Unicom Digital , Chang Ba, Volkswagen Group	81.7		81.7	3
7	7	Havas Media	Visit California, Moen, Lee Kum Kee, Puma, Hang Seng Bank(OOH)	70.8		69.8	16
8	8	Universal McCann	Mattel, Nutriva, TATA Motors, Shiseido Project, Meituan, American Express, Tencent Cloud Project	49.4		49.4	14
9	10	Zenith	Beiersdorf (Performics) Project, The Walt Disney Company	35.5		35.4	5
10	9	denstu X	Car Brand Client	29.2		29.2	19
11	19	Starcom	Novartis, Ferrero, Shanghai Disneyland	41.4	Jahwa	24.7	4
12	11	Initiative	Burger King, FujiFilm - Instax	3.6		3.6	2
13	12	Vizeum	E-commerce Client	1.7		1.7	3
14	14	Carat	Vodafone Global	48.6	ECCO	-24.6	11
15	15	PHD	Disney Studio, Amazon, Google, Singapore Airlines	14.1	Huawei	-112.3	6
						916.2	159

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.