2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jan 2020

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	FMCG Client	55.3		55.3	23
2	4	Wunderman Thompson	Heineken Amsterdam Project,ALDI,Carslan Project	20.2		20.2	11
3	-	Sapient	Mercedes-Benz Project	13.5		13.5	2
4	6	Saatchi & Saatchi	Mondelez Biscuit Project , Ferrero Project , FILA Project	11.2		11.2	3
5	2	Publicis	Huawei - Digital Project, Yuxi, Geely car	10.0		10.0	4
6	7	Leo Burnett	Volkswagen Project, Uni-President Project, McDonald's Project	9.3		9.3	7
7	13	Havas Worldwide	AIRBUS Project, Bayer Hong Kong Redoxon Project	3.6		3.6	2
8	9	McCann WorldGroup	IT Client	3.0		3.0	6
9	8	BBDO	Amore Pacific (Mamonde) Global project	2.0		2.0	1
						128.0	59

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jan 2020

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	Yili Digital Planning, Coloplast medical devices Project	32.9		32.9	2
2	11	Starcom	Shanghai Disney Resort	9.8		9.8	1
3	4	MediaCom	Hasbro, alibaba	2.4		2.4	2
4	8	Universal McCann	Emirates Airlines	1.0		1.0	1
17	7	Havas Media		0.0	Emirates Airlines	-1.0	0
18	5	OMD		0.0	Hasbro	-2.3	0
19	20	PHD		0.0	AmorePacific	-3.6	0
20	14	Carat	AmorePacific	3.6	Shanghai Disney Resort	-6.2	1
						33.0	7