2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Feb 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	Tourism Client	74.3		74.3	30
2	-	Isobar	TCL Electronics digital	52.2		52.2	1
3	7	Havas Worldwide	Yili Group, AIRBUS Project, Bayer Hong Kong Redoxon Project	36.2		36.2	3
4	2	Wunderman Thompson	Johnson & Johnson, Unilever project, Heineken Amsterdam Project,ALDI,Carslan Project	24.3		24.3	14
5	5	Publicis	Danone Project, Jun Le Bao, Nestle_Starbucks	23.8		23.8	15
6	19	VMLY&R	Intel, Amorepacific Project, Mars Project	18.5		18.5	5
7	3	Sapient	Mercedes-Benz Project	14.7		14.7	4
8	-	BBH	WM Motor	13.0		13.0	1
9	4	Saatchi & Saatchi	Chengdu ICC Project, Mondelez Biscuit Project，Ferrero Project，FILA Project	11.7		11.7	4
10	6	Leo Burnett	Ford/Lincoln, Volkswagen Project, Uni-President Project, McDonald's Project	11.3		11.3	8
11	8	McCann WorldGroup	IT Client	3.0		3.0	6
12	9	BBDO	Amore Pacific (Mamonde) Global project	2.0		2.0	1
13	12	DDB	Amway Chinese Medicine Product (Strategy Part) Project	0.2		0.2	1
						285.3	93

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Feb 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	9	Zenith	Shanghai General Motors	114.1		114.1	1
2	3	MediaCom	Hasbro, alibaba, Audi Digital, Shanghai Volkswagen and Skoda, PSA	110.5		110.5	11
3	1	Mindshare	PepsiCo, L'Occitaine, Yili Digital Planning, Coloplast medical devices Project	99.7		99.7	5
4	5	Wavemaker	Daimler	97.8		97.8	1
5	18	OMD	Lisboa Grande	99.2	Hasbro	96.9	2
6	-	GIC	Audi Digital	32.6		32.6	1
7	19	PHD	Diageo	17.4	AmorePacific	13.8	2
8	2	Starcom	Shanghai Disney Resort	11.4		11.4	2
9	4	Universal McCann	Emirates Airlines	2.0		2.0	3
10	17	Havas Media		0.0	Emirates Airlines	-1.0	0
11	20	Carat	AmorePacific	3.6	Diageo	-9.5	1
12	8	dentsu X		0.0	Shanghai Volkswagen and Skoda	-40.2	0
						528.2	29