

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	MediaCom	Hasbro, alibaba, Audi Digital, Shanghai Volkswagen and Skoda, PSA	110.5		110.5	11
2	3	Mindshare	PepsiCo, L'Occitane, Yili Digital Planning, Coloplast medical devices Project	99.7		99.7	5
3	1	Zenith	Shanghai General Motors	114.1		99.5	1
4	4	Wavemaker	Daimler	97.8		97.8	1
5	5	OMD	Lisboa Grande	99.2	Hasbro	96.9	2
6	20	Carat	AmorePacific, Mengniu China, Heineken, Tapestry	88.7	Diageo	75.7	11
7	6	CIG	Audi Digital	32.6		32.6	1
8	13	Vizeum	FMCG Client	5.0		5.0	2
9	8	Starcom	Shanghai Disney Resort	11.4	Heineken	4.5	2
10	7	PHD	Diageo	17.4	AmorePacific	-0.3	2
11	9	Universal McCann	Emirates Airlines	2.0	Tapestry Inc.	-0.7	3
12	10	Havas Media		0.0	Emirates Airlines	-1.0	0
13	11	dentsu X	Car Client	35.1	Shanghai Volkswagen and Skoda	-5.2	6
						615.0	47

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.