

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Apr 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	3	Sapient	Mercedes-Benz Project, Marriott Project	118.8		118.8	12
2	1	Ogilvy	Tian Wang Watch Project, Yuan education Project, SAP Project	103.2		103.2	50
3	2	Isobar	TCL Electronics digital, Xiaomi Project, GSK Project, Polestar Project	77.2		77.2	20
4	5	Wunderman Thompson	MengNiu, Estee Lauder Project, DOW Chemical	48.5		48.5	32
5	7	VMLY&R	Adidas digital, Master Kong Project, Calvin Klein digital	39.0		39.0	9
6	4	Havas Worldwide	Yili Group, AIRBUS Project, Bayer Hong Kong Redoxon Project	36.2		36.2	3
7	6	Dentsu	Lexus, Honda Project, Amore Pacific Project	27.8		27.8	23
8	8	Publicis	GSK, BeiGene project, ZhongSheng Project	27.3		27.3	25
9	11	Leo Burnett	Zuoyebang, WeBank, McDonald's Project	23.6		23.6	14
10	10	Saatchi & Saatchi	Pechoin Project, Yili shuohuanai, Yue Hui City	20.5		20.5	7
11	9	BBH	WM Motor	13.0		13.0	1
12	12	McCann WorldGroup	PVCP Project, Reckitt Benckiser Project, Vivo APJC Project	12.5		12.5	19
13	14	DDB	Amway 'Breakfast' Project, Hennessy Project, Shun On Property	6.2		6.2	5
14	18	TBWA	League of Legends	3.3		3.3	1
15	13	BBDO	Amore Pacific (Mamonde) Global project	2.0		2.0	1
16	17	FCB	Mikes Hard Lemonade	1.0		1.0	1
17	-	Hakuhodo	Honda Acura Project	0.7		0.7	1
18	38	Grey Group	GOF	0.4		0.4	1
						561.1	225

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 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	Mindshare	Zhejiang Geely Auto sales, KangShiFu, Xueersi Education	260.1		260.1	9
2	2	MediaCom	Hasbro, alibaba, Audi Digital, Shanghai Volkswagen and Skoda, PSA, SIE, Nintendo	127.5		127.5	14
3	3	Carat	KSF Noodles, AmorePacific, Mengniu China, Heineken, Tapestry	131.1	Shanghai Disney Resort	121.3	11
4	4	Zenith	FCA Jeep, Shanghai General Motors	130.4		115.8	2
5	5	Wavemaker	Daimler	97.8		97.8	1
6	6	WPP	Unilever	65.2		65.2	1
7	7	OMD	Lisboa Grande	104.2	McDonald's (Planning)	53.0	4
8	8	Publicis Media	McDonald's planning	48.9		48.9	1
9	9	CIG	Audi Digital	32.6		32.6	1
10	11	Vizeum	FMCG Client	5.0		5.0	2
11	12	Havas Media	Florentia Village, T3 Project, Marubi Project	5.9	Emirates Airlines	4.9	3
12	10	Starcom	Shanghai Disney Resort, Kraft Heinz eCommerce	12.1	Heineken	4.5	3
13	13	Spark Foundry	Mondelez eCommerce	2.3		2.3	1
14	14	Initiative	Lysol Project	0.2		0.2	1
15	15	Universal McCann	Emirates Airlines	2.0	Tapestry Inc.	-0.7	3
16	16	dentsu X	Car Client	35.1	Shanghai Volkswagen and Skoda	-5.2	6
17	17	PHD	Diageo	14.1	Unilever	-65.2	1
						868.1	64

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.