2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / June 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	Ogilvy	Comvita Honey Project, Tencent Project, Canon Project	131.3		131.3	69
2	1	Sapient	Mercedes-Benz Project, Marriott Project	123.4		123.4	17
3	3	Isobar	TCL Electronics digital, Xiaomi Project, GSK Project, Polestar Project	77.2		77.2	20
4	4	Wunderman Thompson	GSK Project, Amway, Bank Of Communication	58.9		58.9	42
5	5	Havas Worldwide	Yili Group, AIRBUS Project, Moen, T3 Go Project	51.2		51.2	6
6	7	Publicis	Pole Star, Nescafe 1+2,	51.5		51.1	46
7	6	VMLY&R	Clorox, Harmay Project, Mylan Project	41.8		41.8	13
8	9	Saatchi & Saatchi	10 clock reading Project, Pechoin Project, Yili shuohuanai, Yue Hui City	37.9		34.5	11
9	10	Leo Burnett	Yili Ambrosial, VW-ID Photoshooting Project	33.2		32.8	20
10	8	Dentsu	Lexus, Honda Project, Amore Pacific Project	27.8		27.8	23
11	11	Interone	Vivo digital	19.6		19.6	1
12	13	McCann WorldGroup	Apple Project, Juventus FC Project, Alliance Berstein Project	14.7		14.7	24
13	12	BBH	WM Motor	13.0		13.0	1
14	16	TBWA	League of Legends	13.0		13.0	2
15	15	BBDO	JD.com, Pepsi Project, TA business Event Project	11.4		11.4	7
16	14	DDB	Volvo Project, Durex Project, Amway 'Breakfast' Project, Hennessy Project, Shun On	8.8		8.8	8
17	17	FCB	Mikes Hard Lemonade	1.0		1.0	1
18	18	Hakuhodo	Honda Acura Project	0.7		0.7	1
19	19	Grey Group	GOF	0.4		0.4	1

2020(Jan-Jun)	712.3	312
2019(Jan-Jun)	682.5	265
YoY Comparison:	4.4%	17.7%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / June 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	Yili Project, Zhejiang Geely Auto sales, KangShiFu, Xueersi Education	267.8		251.5	11
2	5	Wavemaker	Tencent Holdings, Daimler, Bytedance, Abbott, Epson	151.0	Air France	148.4	7
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	135.0		120.3	3
5	2	MediaCom	Nivea Digital, Hasbro, alibaba, Audi Digital, Shanghai Volkswagen and Skoda	128.1		105.3	15
6	6	OMD	Lisboa Grande, Remy Cointreau, Bacardi	115.2	McDonald's (Planning)	93.3	9
7	7	WPP	Unilever	65.2		65.2	1
8	9	CIG	Audi Digital	32.6		32.6	1
9	8	Starcom	McDonald's planning, Shanghai Disney Resort, Kraft Heinz eCommerce	31.6	Heineken	21.5	4
10	12	Spark Foundry	Mondelez eCommerce	18.6		18.6	2
11	10	Vizeum	FMCG Client	5.0		5.0	2
12	11	Havas Media	Florentia Village, T3 Project, Marubi Project	5.9	Remy Cointreau	1.3	3
13	13	Initiative	Lysol Project	0.2		0.2	1
14	14	Publicis Media	McDonald's planning	0.0		0.0	0
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	61.4	Unilever	-17.9	6

2020(Jan-Jun)	960.8	85
2019(Jan-Jun)	492.3	76
YoY Comparison:	95.1%	11.8%

2020 Creative & Media (Jan-Jun)	1,673.1	397
2019 Creative & Media (Jan-Jun)	1,174.9	341
YoY Comparison:	42.4%	16.4%