

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / May 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	Sapient	Mercedes-Benz Project, Marriott Project	122.7		122.7	13	
2	2	Ogilvy	Tian Wang Watch Project, Yuan education Project, SAP Project, Luzhou Laojiao Project	117.0		117.0	59	
3	3	Isobar	TCL Electronics digital, Xiaomi Project, GSK Project, Polestar Project	77.2		77.2	20	
4	4	Wunderman Thompson	MengNiu, Estee Lauder Project, DOW Chemical	48.5		48.5	32	
5	6	Havas Worldwide	Yili Group, AIRBUS Project, Moen, T3 Go Project	41.4		41.4	5	
6	5	VMLY&R	Adidas digital, Master Kong Project, Calvin Klein digital, YiLi Project	39.5		39.5	10	
7	8	Publicis	GSK, Bergene project, ZhongSheng Project, Dior, Kunlun Insurance Project, Terence	36.0		36.0	36	
8	7	Dentsu	Lexus, Honda Project, Amore Pacific Project	27.8		27.8	23	
9	10	Saatchi & Saatchi	Pechoin Project, Yili shuohuanai, Yue Hui City, Danone Project, OPPO Project	24.4		24.4	9	
10	9	Leo Burnett	Zuoyebang, WeBank, McDonald's Project	23.6		23.6	14	
11	-	Interone	Vivo digital	19.6		19.6	1	
12	11	BBH	WM Motor	13.0		13.0	1	
13	12	McCann WorldGroup	PVCP Project, Reckitt Benckiser Project, Vivo APJC Project	12.5		12.5	19	
14	13	DDB	Amway "Breakfast" Project, Hennessy Project, Shun On Property	8.1		8.1	6	
15	15	BBDO	JD.com, Pepsi Project, TA business Event Project	4.9		4.9	5	
16	14	TBWA	League of Legends	3.3		3.3	1	
17	16	FCB	Mikes Hard Lemonade	1.0		1.0	1	
18	17	Hakuhodo	Honda Acura Project	0.7		0.7	1	
19	18	Grey Group	GOF	0.4		0.4	1	
						2020(Jan-May)	621.6	257
						2019(Jan-May)	599.1	223
						YoY Comparison:	5.5%	15.2%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / May 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	265.0		265.0	10
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, Bytedance, Abbott, Epson	109.0		109.0	6
6	7	OMD	Lisboa Grande	107.7	McDonald's (Planning)	66.2	6
7	6	WPP	Unilever	65.2		65.2	1
8	12	Starcom	McDonald's planning, Shanghai Disney Resort, Kraft Heinz eCommerce	51.2	Heineken	43.6	4
9	9	CIG	Audi Digital	32.6		32.6	1
10	10	Vizeum	FMCG Client	5.0		5.0	2
11	11	Havas Media	Florentia Village, T3 Project, Marubi Project	5.9	Emirates Airlines	4.9	3
12	13	Spark Foundry	Mondelez eCommerce	2.3		2.3	1
13	14	Initiative	Lysol Project	0.2		0.2	1
14	8	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	16.1	Unilever	-63.3	2

2020(Jan-May)	889.6	73
2019(Jan-May)	472.5	66
YoY Comparison:	88.3%	10.6%

2020 Creative & Media (Jan-May)	1,511.2	330
2019 Creative & Media (Jan-May)	1,061.6	289
YoY Comparison:	42.4%	14.2%

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.