

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	Shougang Group Project, Nestlé China Project, Kaiquan water pump Project	217.9		217.9	113	
2	2	Sapient	Mercedes-Benz Project, Marriott Project	161.3		161.3	27	
3	3	Isobar	TCL Electronics digital, Xiaomi Project, GSK Project, Polestar Project	77.2		77.2	20	
4	5	Wunderman Thompson	Unilever Project, GSK Project, Amway, Bank Of Communication	73.6		73.6	48	
5	4	Publicis	Zhuhai Huafa Trade, Nescafe_Masterbrand, Sanofi project	69.6		69.3	60	
6	6	Havas Worldwide	Blue Moon Project, LinkedIn Project	54.0		54.0	9	
7	7	VMLY&R	Clorox, Harmay Project, Mylan Project	43.8		43.8	14	
8	8	Leo Burnett	Taobao Project, Yili Ambrosial, VW-ID Photoshooting Project, Audi Project	41.7		41.2	24	
9	9	Saatchi & Saatchi	Siemens Project, 10 clock reading Project, Pechoin Project	42.2		38.8	13	
10	10	Dentsu	LG China Project, Lexus, Honda Project, Amore Pacific Project	35.7		35.7	24	
11	11	BBDO	JD.com, Pepsi Project, TA business Event Project	22.8		22.8	13	
12	12	McCann WorldGroup	Beats Project, Nestle Project, Richemont Project, Carrier Project	20.7		20.7	33	
13	13	Interone	Vivo digital	19.6		19.6	1	
14	14	BBH	WM Motor	13.0		13.0	1	
15	15	TBWA	League of Legends	13.0		13.0	2	
16	16	DDB	H3C Annual Digital, Volvo Project, Durex Project, Amway 'Breakfast' Project	12.8		12.8	10	
17	17	ForwardPMX	Mulberry Digital	6.5		6.5	1	
18	18	FCB	Mikes Hard Lemonade	1.0		1.0	1	
19	19	Hakuhodo	Honda Acura Project	0.7		0.7	1	
20	20	Grey Group	GOF	0.4		0.4	1	
						2020(Jan-Aug)	922.2	414
						2019(Jan-Aug)	944.2	357
						YoY Comparison:	-2.3%	16.0%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	Dongfeng Nissan, Alibaba, Ant Financial	282.5		266.2	14
2	2	Wavemaker	ZYBang, Fen (Braning), China Guangfa Bank, Prada Groupe, Little Red Book	175.8	Air France	172.3	15
3	4	Zenith	GAC FCA, DS Automobile, FCA Jeep, Shanghai General Motors	153.9	Didi	137.9	5
4	3	Carat	Kraft Heinz, Vitasoy, Intel, KSF Noodles, AmorePacific, Mengniu China	146.1	Shanghai Disney Resort	136.3	14
5	5	MediaCom	Tencent Fit, Overseas Chinese Town, Breitling	135.5		112.7	20
6	6	OMD	Medela, Lisboa Grande, Remy Cointreau, Bacardi	116.1	McDonald's (Planning)	94.2	11
7	7	WPP	Unilever	65.2		65.2	1
8	9	Starcom	McDonald's planning, Shanghai Disney Resort, Kraft Heinz eCommerce, Tencent CSIG	38.2	Kraft Heinz	33.3	5
9	8	CIG	Audi Digital	32.6		32.6	1
10	10	Spark Foundry	Mondelez eCommerce	18.6		11.7	2
11	11	Brandmax	Dongfeng Honda	9.8		9.8	1
12	12	Vizeum	Shiseido Project, Burberry Project	5.7		5.7	4
13	13	Havas Media	Heineken Project, Florentia Village, T3 Project, Marubi Project	7.6	Remy Cointreau	3.0	4
14	14	Universal McCann	Emirates Airlines, Aima Technology Group	3.6	Tapestry Inc.	0.9	4
15	15	Initiative	Lysol Project	0.2		0.2	1
16	16	dentsu X	Huaxiaozhu, Kewpie	36.8	Dongfeng Honda	-13.3	8
17	17	PHD	Diageo	61.4	Unilever	-17.9	6

2020(Jan-Aug)	1,050.9	116
2019(Jan-Aug)	791.4	124
YoY Comparison:	32.8%	-6.5%

2020 Creative & Media (Jan-Aug)	1,973.1	530
2019 Creative & Media (Jan-Aug)	1,735.6	481
YoY Comparison:	13.7%	10.2%

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.