

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / July 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 | Kaiquan water pump Project, Huailai Project, Duvetica Project | 184.1 | | 184.1 | 91 | |
| 2 | 2 | Sapient | Mercedes-Benz Project, Marriott Project | 149.4 | | 149.4 | 21 | |
| 3 | 3 | Isobar | TCL Electronics digital, Xiaomi Project, GSK Project, Polestar Project | 77.2 | | 77.2 | 20 | |
| 4 | 6 | Publicis | Pole Star, Nescafe 1+2, GSK, APPLE Project, Nestle - Harvest Gourmet | 66.9 | | 66.6 | 55 | |
| 5 | 4 | Wunderman Thompson | GSK Project, Amway, Bank Of Communication | 58.9 | | 58.9 | 42 | |
| 6 | 5 | Havas Worldwide | Yili Group, AIRBUS Project, Moen, T3 Go Project | 51.2 | | 51.2 | 6 | |
| 7 | 7 | VMLY&R | Clorox, Harmay Project, Mylan Project | 41.8 | | 41.8 | 13 | |
| 8 | 9 | Leo Burnett | Yili Ambrosial, VW-ID Photoshooting Project, Audi Project | 40.9 | | 40.4 | 23 | |
| 9 | 8 | Saatchi & Saatchi | 10 clock reading Project, Pechoin Project, Yili shuohuanai, Yue Hui City | 40.5 | | 37.1 | 12 | |
| 10 | 10 | Dentsu | LG China Project, Lexus, Honda Project, Amore Pacific Project | 35.7 | | 35.7 | 24 | |
| 11 | 15 | BBDO | JD.com, Pepsi Project, TA business Event Project | 22.2 | | 22.2 | 10 | |
| 12 | 12 | McCann WorldGroup | Nestle Project, Richemont Project, Carrier Project | 20.5 | | 20.5 | 32 | |
| 13 | 11 | Interone | Vivo digital | 19.6 | | 19.6 | 1 | |
| 14 | 13 | BBH | WM Motor | 13.0 | | 13.0 | 1 | |
| 15 | 14 | TBWA | League of Legends | 13.0 | | 13.0 | 2 | |
| 16 | 16 | DDB | Volvo Project, Durex Project, Amway 'Breakfast' Project, Hennessy Project, Shun On | 10.8 | | 10.8 | 9 | |
| 17 | - | ForwardPMX | Mulberry Digital | 6.5 | | 6.5 | 1 | |
| 18 | 17 | FCB | Mikes Hard Lemonade | 1.0 | | 1.0 | 1 | |
| 19 | 18 | Hakuhodo | Honda Acura Project | 0.7 | | 0.7 | 1 | |
| 20 | 19 | Grey Group | GOF | 0.4 | | 0.4 | 1 | |
| | | | | | | 2020(Jan-Jun) | 848.9 | 364 |
| | | | | | | 2019(Jan-Jun) | 741.5 | 291 |
| | | | | | | YoY Comparison: | 14.5% | 25.1% |

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / July 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 | China Guangfa Bank, Prada Groupe, Little Red Book | 173.8 | Air France | 171.2 | 13 |
| 3 | 3 | Carat | Vitasoy, Intel, KSF Noodles, AmorePacific, Mengniu China, Heineken, Tapestry | 144.5 | Shanghai Disney Resort | 134.7 | 13 |
| 4 | 4 | Zenith | DS Automobile, FCA Jeep, Shanghai General Motors | 141.5 | | 126.9 | 4 |
| 5 | 5 | MediaCom | Farfetch, Nivea Digital, Hasbro, alibaba, Audi Digital, Shanghai Volkswagen and Skoda | 129.0 | | 106.2 | 16 |
| 6 | 6 | OMD | Medela, Lisboa Grande, Remy Cointreau, Bacardi | 115.2 | McDonald's (Planning) | 93.3 | 10 |
| 7 | 7 | WPP | Unilever | 65.2 | | 65.2 | 1 |
| 8 | 8 | CIG | Audi Digital | 32.6 | | 32.6 | 1 |
| 9 | 9 | Starcom | McDonald's planning, Shanghai Disney Resort, Kraft Heinz eCommerce, Tencent CSIG | 38.2 | Heineken | 28.0 | 5 |
| 10 | 10 | Spark Foundry | Mondelez eCommerce | 18.6 | | 18.6 | 2 |
| 11 | - | Brandmax | Dongfeng Honda | 9.8 | | 9.8 | 1 |
| 12 | 11 | Vizeum | Shiseido Project, Burberry Project | 5.7 | | 5.7 | 4 |
| 13 | 12 | Havas Media | Florentia Village, T3 Project, Marubi Project | 5.9 | Remy Cointreau | 1.3 | 3 |
| 14 | 15 | Universal McCann | Emirates Airlines, Aima Technology Group | 3.6 | Tapestry Inc. | 0.9 | 4 |
| 15 | 13 | 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-Jun) | 1,029.6 | 106 |
| 2019(Jan-Jun) | 720.7 | 106 |
| YoY Comparison: | 42.9% | 0.0% |

| | | |
|---------------------------------|---------|-------|
| 2020 Creative & Media (Jan-Jun) | 1,878.5 | 470 |
| 2019 Creative & Media (Jan-Jun) | 1,462.2 | 397 |
| YoY Comparison: | 28.5% | 18.4% |

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.