

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	Huadong Medicine Project, Evergrande Group Project, Yili Group Project	241.3		241.3	126
2	2	Sapient	Mercedes-Benz Project, Marriott Project	164.2		164.2	30
3	4	Wunderman Thompson	Amway, Unilever Project, GSK Project, Amway, Bank Of Communication	77.9		77.9	49
4	3	Isobar	TCL Electronics digital, Xiaomi Project, GSK Project, Polestar Project	77.2		77.2	20
5	5	Publicis	Nike, Pfizer project, HuaFa Project, Zhuhai Huafa Trade	73.1		72.7	66
6	6	Havas Worldwide	Blue Moon Project, LinkedIn Project	54.0		54.0	9
7	7	VMLY&R	adidas-neo Project , Clorox, Harmay Project, Mylan Project	44.4		44.4	15
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, Porsche Project, Vivo Project	44.2		40.7	16
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	26.4		26.4	17
12	16	DDB	ChengDu TianWei Food, Mengniu Dairy	22.5		22.5	12
13	12	McCann WorldGroup	Beats Project, Nestle Project, Richemont Project, Carrier Project	20.7		20.7	33
14	13	Interone	Vivo digital	19.6		19.6	1
15	14	BBH	WM Motor, Burberry Project	14.9		14.9	2
16	15	TBWA	League of Legends	13.0		13.0	2
17	17	ForwardPMX	Mulberry Digital	6.5		6.5	1
18	20	Grey Group	GOF, Midea Project, Midea Life Electrial	3.5		3.5	12
19	18	FCB	Mikes Hard Lemonade	1.0		1.0	1
20	19	Hakuhodo	Honda Acura Project	0.7		0.7	1

2020(Jan-Sep)	976.5	459
2019(Jan-Sep)	1,023.9	410
YoY Comparison:	-4.6%	12.0%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	BRAUER, ZYBang, Fen (Branding), China Guangfa Bank, Prada Groupe, Little Red Book	175.9	Air France	170.9	16
3	3	Zenith	GAC FCA, DS Automobile, FCA Jeep, Shanghai General Motors	153.9	Didi	137.9	5
4	4	Carat	Kraft Heinz, Vitasoy, Intel, KSF Noodles, AmorePacific, Mengniu China	146.1	Shanghai Disney Resort	135.7	14
5	5	MediaCom	Uber, Tencent Fit, Overseas Chinese Town, Breitling	136.1		113.2	21
6	6	OMD	Medela, Lisboa Grande, Remy Cointreau, Bacardi	118.2	McDonald's (Planning)	96.3	13
7	7	WPP	Unilever	65.2		65.2	1
8	8	Starcom	McDonald's planning, Shanghai Disney Resort, Kraft Heinz eCommerce, Tencent CSIG	38.2	Kraft Heinz	33.3	5
9	9	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	63.4	Unilever	-16.0	7

2020(Jan-Sep)	1,053.5	121
2019(Jan-Sep)	837.0	143
YoY Comparison:	25.9%	-15.4%

2020 Creative & Media (Jan-Sep)	2,030.0	580
2019 Creative & Media (Jan-Sep)	1,860.9	553
YoY Comparison:	9.1%	4.9%

### 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.