

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	Shanghai Rongtai Project, Huadong Medicine Project, Evergrande Group Project	249.2		247.2	134	
2	2	Sapient	Mercedes-Benz Project, Marriott Project	168.8		168.8	34	
3	3	Wunderman Thompson	MengNiu, ALDI Project, TaiKang Project	100.3		97.7	62	
4	4	Isobar	iQiyi Project, KFC Project, TCL Electronics digital, Xiaomi Project	92.2		89.9	33	
5	5	Publicis	Buick project, CITIC Project, Diageo-Morton Cadet project	85.2		84.9	74	
10	10	Dentsu	LG China Project, Huawei Project, Master Kong Project	62.3		62.3	40	
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	VW Project, Taobao Project, Yili Ambrosial, VW-ID Photoshooting Project, Audi Project	43.6		43.2	26	
9	9	Saatchi & Saatchi	Amway Project, Saiho center (Chengdu) Project	45.9		42.5	19	
11	11	BBDO	JD.com, Pepsi Project, TA business Event Project	28.3		28.3	19	
12	12	DDB	Huawei Project, ZhongNan VI Design Project, ChengDu TianWei Food, Mengniu Dairy	25.0		25.0	14	
13	13	McCann WorldGroup	Beats Project, Nestle Project, Richemont Project, Carrier Project	20.9		20.9	34	
14	14	Interone	Vivo digital	19.6		19.6	1	
15	15	BBH	Mondelez Project, WM Motor, Burberry Project	15.9		15.9	3	
16	16	TBWA	League of Legends	13.0		13.0	2	
17	17	ForwardPMX	Mulberry Digital	6.5		6.5	1	
18	18	Grey Group	GOF, Midea Project, Midea Life Electrical	3.5		3.5	12	
19	19	FCB	Mikes Hard Lemonade	1.0		1.0	1	
20	20	Hakuhodo	Honda Acura Project	0.7		0.7	1	
						2020(Jan-Oct)	1,067.7	532
						2019(Jan-Oct)	1,110.2	458
						YoY Comparison:	-3.8%	16.2%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	382.6	Nestlé	319.7	18	
2	2	Wavemaker	ZYBang, Beijing Auto, Agoda	244.5	Air France	239.5	19	
3	3	Zenith	GAC FCA, DS Automobile, FCA Jeep, Shanghai General Motors, Hong Kong Disneyland Resort	188.9	Didi	172.9	8	
4	4	Carat	Kraft Heinz, Vitasoy, Intel, KSF Noodles, AmorePacific, Mengniu China	181.5	Shanghai Disney Resort	171.1	19	
5	5	MediaCom	Uber, Tencent Fit, Overseas Chinese Town, Breitling	150.2	DS Auto	120.5	29	
6	17	PHD	Diageo, SWW	193.8	Unilever	87.4	8	
7	6	OMD	Medela, Lisboa Grande, Remy Cointreau, Bacardi	118.2	McDonald's Buying	71.9	13	
8	7	WPP	Unilever	65.2		65.2	1	
9	8	Starcom	Tencent, McDonald's planning, Shanghai Disney Resort, Kraft Heinz eCommerce, Tencent CSIG	42.0	Kraft Heinz	36.4	6	
10	16	dentsu X	Nestlé, ByteDance, Kuayue Express, Huaxiaozhu, Kewpie	85.3	Dongfeng Honda	35.3	13	
11	9	CIG	Audi Digital	32.6		32.6	1	
12	14	Universal McCann	Sichuan Teway Food, TotoLe, Gotion High Tech	15.0	Tapestry Inc.	12.3	7	
13	10	Spark Foundry	Mondelez eCommerce	18.6		11.7	2	
14	11	Brandmax	Dongfeng Honda	9.8		9.8	1	
15	12	Vizeum	Shiseido Project, Burberry Project	5.7		5.7	4	
16	13	Havas Media	Heineken Project, Florentia Village, T3 Project, Marubi Project	7.6	Remy Cointreau	3.0	4	
17	-	Digitas	Hyundai	0.7		0.7	1	
18	15	Initiative	Lysol Project	0.2		0.2	1	
						2020(Jan-Oct)	1,396.0	155
						2019(Jan-Oct)	876.4	153
						YoY Comparison:	59.3%	1.3%
						2020 Creative & Media (Jan-Oct)	2,463.7	687
						2019 Creative & Media (Jan-Oct)	1,986.6	611
						YoY Comparison:	24.0%	12.4%

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.