2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Nov 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	Leboo Healthcare Products Project, Hongxing Project, China National Biotec Group Project	251.2		249.1	142
2	2	Sapient	Mercedes-Benz Project, Marriott Project	176.5		176.5	36
3	3	Wunderman Thompson	MengNiu, ALDI Project, TaiKang Project	100.3		97.7	62
4	5	Publicis	Nescafe 1+2, Visa Production, SinoTruck Project	94.3		93.9	81
5	4	Isobar	Family Mart, iQiyi Project, KFC Project, TCL Electronics digital, Xiaomi Project	95.3		93.1	34
6	10	Dentsu	FAW Besturn China Project, Wuliangye Project, Amway	88.8		88.8	61
7	6	Havas Worldwide	CASARTE, Blue Moon Project, Linkedin Project	57.3		57.3	10
8	8	Leo Burnett	AXA Project, FAW-VW Project, Taobao Project, Yili Ambrosial, VW-ID Photoshooting Project, Audi Project	45.0		44.6	28
9	7	VMLY&R	adidas-neo Project , Clorox, Harmay Project, Mylan Project	44.4		44.4	15
10	9	Saatchi & Saatchi	Vivo Project, Amway Project, Saiho center (Chengdu) Project	47.1		43.6	20
11	11	BBDO	JD.com, Pepsi Project, TA business Event Project	28.3		28.7	20
12	12	DDB	Tencent Project, 361 Sports Brand Project, Huawei Project, ZhongNan VI Design Project	27.2		27.2	16
13	13	McCann WorldGroup	Beats Project, Nestle Project, Richemont Project, Carrier Project	26.5		26.5	36
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	-	R/GA	KOSE, Pandora Jewelry USA, Gatorade	5.4		5.4	8
19	18	Grey Group	GOF, Midea Project, Midea Life Electrial	3.5		3.5	12
20	19	FCB	Mikes Hard Lemonade	1.0		1.0	1

2020(Jan-Nov)	1,131.4	575
2019(Jan-Nov)	1,186.2	492
YoY Comparison:	-4.6%	16.9%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Nov 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	Essilor, Yili x Xiaomi Project, Dongfeng Nissan, Alibaba, Ant Financial	384.4	Nestlé	321.5	20
2	2	Wavemaker	Philips, Epson, Pernod Ricard Project, ZYBang, Beijing Auto,	246.6	Air France	241.6	22
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	168.5	19
5	5	MediaCom	DF Honda Digital Media, Securities, Uber, Tencent Fit, Overseas Chinese Town, Breitling	185.3	Hilton	160.4	31
6	6	PHD	Diageo, SVW	193.8	Victoria's Secret	86.4	8
7	7	OMD	H3C, Medela, Lisboa Grande, Remy Cointreau, Bacardi	118.2	McDonald's Buying	71.9	14
8	8	WPP	Unilever	65.2		65.2	1
9	10	dentsu X	Nestlé, ByteDance, Kuayue Express, Huaxiaozhu, Kewpie	85.3	Dongfeng Honda	35.3	13
10	11	CIG	Audi Digital	32.6		32.6	1
11	9	Starcom	Alcon, Tencent, McDonald's planning, Shanghai Disney Resort, Kraft Heinz eCommerce	45.3	Jeep	26.6	8
12	-	Essence	Jeep	13.0		13.0	1
13	12	Universal McCann	Sichuan Teway Food, TotoLe, Gotion High Tech	15.0	Tapestry Inc.	12.3	7
14	13	Spark Foundry	Mondelez eCommerce	18.6		11.7	2
15	15	Vizeum	Shiseido Project, Burberry Project	5.7		5.7	4
16	16	Havas Media	Heineken Project, Florentia Village, T3 Project, Marubi Project	7.6	Remy Cointreau	3.0	4
17	18	Initiative	Lysol Project	1.3		1.3	3
18	17	Digitas	Hyundai	0.7		0.7	1

2020(Jan-Nov)	1,430.9	167
2019(Jan-Nov)	916.2	159
YoY Comparison:	56.2%	5.0%

2020 Creative & Media (Jan-Nov)	2,562.3	742
2019 Creative & Media (Jan-Nov)	2,102.5	651
YoY Comparison:	21.9%	14.0%