



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Dec 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	Heisen, Bose Corp China, Agilent	274.7		272.6	151	
2	2	Sapient	Mercedes-Benz Project, Marriott Project	183.7		183.7	40	
3	6	Dentsu	FAW Besturn China Project, Wuliangye Project, Amway	141.0		141.0	91	
4	3	Wunderman Thompson	Unilever, Yadea project, Amway	116.9		114.3	71	
5	4	Publicis	Absolut Project, Guerlain, Nescafe 1+2, Visa Production, SinoTruck Project	101.8		101.5	83	
6	5	Isobar	Family Mart, iQiyi Project, KFC Project, TCL Electronics digital, Xiaomi Project	95.3		93.1	34	
7	7	Havas Worldwide	CASARTE, Blue Moon Project, LinkedIn Project	57.3		57.3	10	
8	10	Saatchi & Saatchi	Vivo Project, Amway Project, Saiho center (Chengdu) Project	53.8		50.4	22	
9	8	Leo Burnett	GDS Project, AXA Project, FAW-VW Project, Taobao Project, Yili Ambrosial, VW-ID Photoshooting Project, Audi Project	47.3		46.9	30	
10	9	VMLY&R	adidas-neo Project, Clorox, Harmay Project, Mylan Project	44.4		44.4	15	
11	12	DDB	Watsons Project, Tencent Project, 361 Sports Brand Project, Huawei Project, ZhongNan VI	32.1		32.1	17	
12	11	BBDO	JD.com, Pepsi Project, TA business Event Project	30.6		30.6	22	
13	13	McCann WorldGroup	American Express Project, Beats Project, Nestle Project, Richemont Project, Carrier	30.4		30.4	38	
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	R/GA	KOSE, Pandora Jewelry USA, Gatorade	5.4		5.4	8	
19	19	Grey Group	Jack Wolfskin, GOF, Midea Project, Midea Life Electrical	3.5		3.5	13	
20	20	FCB	Mikes Hard Lemonade	1.0		1.0	1	
						2020(Jan-Dec)	1,258.6	639
						2019(Jan-Dec)	1,244.8	537
						YoY Comparison:	1.1%	19.0%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Dec 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	War Horse Project, Essilor, Yili x Xiaomi Project, Dongfeng Nissan, Alibaba, Ant Financial	388.6	Nestlé	325.8	22
2	2	Wavemaker	UnionPay planning, Philips, Epson, Pernod Ricard Project, ZYBang, Beijing Auto, Agoda	264.5	Air France	259.6	23
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	181.5	Shanghai Disney Resort	168.5	19
5	5	MediaCom	Bicester Village Shanghai, Toning Water, DF Honda Digital Media, Securities, Uber	187.6	Hilton	162.7	33
6	6	PHD	Diageo, SWW	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	9	dentsu X	Nestlé, ByteDance, Kuayue Express, Huaxiaozhu, Kewpie	85.3	Dongfeng Honda	35.3	13
10	10	CIG	Audi Digital	32.6		32.6	1
11	11	Starcom	Aicon, Tencent, McDonald's planning, Shanghai Disney Resort, Kraft Heinz eCommerce	45.3	Jeep	26.6	8
12	12	Essence	Jeep	13.0		13.0	1
13	13	Universal McCann	Sichuan Teway Food, TotoLe, Gotion High Tech	15.0	Tapestry Inc.	12.3	7
14	14	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	17	Initiative	Lysol Project	1.3		1.3	3
18	18	Digitas	Hyundai	0.7		0.7	1

2020(Jan-Dec)	1,455.3	172
2019(Jan-Dec)	975.5	178
YoY Comparison:	49.2%	-3.4%

2020 Creative & Media (Jan-Dec)	2,713.9	811
2019 Creative & Media (Jan-Dec)	2,220.3	715
YoY Comparison:	22.2%	13.4%

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.