



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Feb 2021

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	Nescafé, Coca-Cola Company, Tommy Hilfiger China, CBA, Harway Supply	65.4		65.4	31
2	2	Sapient	Alfa Romeo, SCHUCO, NBA Project	19.0		19.0	9
3	3	Publicis	Yue sai, Arla, Nivea, Puma Inline Project, I Do Project	14.5		14.5	13
4	4	Leo Burnett	Yili Yousuanru, AXA Project	13.3		13.3	8
5	-	Digitas	SGM , Danone	13.3		13.3	2
6	5	BBH	GARENA ONLINE PRIVATE LIMITED - Free Fire Project	11.4		11.4	2
7	8	Saatchi & Saatchi	Siemens Project, YanJing Beer project, Maserati, CanSinoBio Project, BSH - Bosch Project	9.2		9.2	7
8	6	BBDO	Restaurant Client	8.6		8.6	9
9	-	DDB	Danone Project, Carlsberg Project, Huawei Project	4.5		4.5	4
10	7	Havas Worldwide	Bytedance Technology Co Project, Xin Xuan Project,	3.9		3.9	2
11	10	McCann WorldGroup	Florasis Project, Linde Project	2.6		2.6	5
12	-	VMLY&R	Shanghai Jahwa	2.2		2.2	1
13	9	Grey Group	HSBC Life	0.4		0.4	1
						2021 (Jan-Feb):	168.3 94
						2020 (Jan-Feb):	285.3 93
						YoY Comparison:	-41.0% 1.1%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Feb 2021

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	Zenith	L'Oreal, Sanofi	243.6		243.6	4
2	3	Wavemaker	Genesis, Swatch (Search)	57.6		57.6	12
3	2	PHD	DIDI, CALZEDONIA	53.8		53.8	3
4	4	Havas Media	Infiniti, J&J Acuvue	17.8		17.8	2
5	-	Universal McCann	Burger King, Uni-President drinks, noodles, Dyson project	8.8		8.8	3
6	5	MediaCom	Longi, Ecco, K11	6.4		6.4	3
7	6	OMD	Tencent Financial Technology, AliExpress	1.2		1.2	2
8	7	Spark Foundry	Alibaba Cloud Project	0.5		0.5	1
9	-	Essence	Crocs	0.3		0.3	1

2021 (Jan-Feb):	216.5	35
2020 (Jan-Feb):	528.2	29
YoY Comparison:	-59.0%	20.7%

2021 Creative & Media (Jan-Feb)	384.9	129
2020 Creative & Media (Jan-Feb)	813.5	122
YoY Comparison:	-52.7%	5.7%

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.