



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Mar 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, Renhe Accounting, Huawei Project	98.4		98.4	57	
2	4	Leo Burnett	FAW-VW Audi, Pernod Ricard Project, Lenovo Project, Yili Yousuanru, AXA Project	66.7		66.7	11	
3	3	Publicis	Pechoin, Estee Lauder Project, Glaxo_Skb project	37.2		37.2	26	
4	15	Wunderman Thompson	Richemont, Shanghai Guangming, Longines Project	35.3		35.3	19	
5	14	Dentsu	Dongfeng Honda CIVIC, Feihe Dairy, Lynk&Co	19.3		19.3	9	
6	2	Sapient	Alfa Romeo, SCHUCO, NBA Project	19.0		19.0	9	
7	8	BBDO	Anta & Anta Kids, Meituan, TMALL SUPER DEAL	18.2		18.2	14	
8	5	Digitas	SGM , Danone, Mercedes-Benz Project	17.0		17.0	4	
9	10	Havas Worldwide	LENOVO Project, OPPO Project, American Standard Project	13.7		13.7	7	
10	-	Prodigious	MINT Media Project, MOC Shandong projects, INVISALIGN Project	12.9		12.9	11	
11	6	BBH	GARENA ONLINE PRIVATE LIMITED - Free Fire Project, Lilith Games project	12.0		12.0	3	
12	7	Saatchi & Saatchi	Danone Project, Biostime Project , Siemens Project	11.2		11.2	9	
13	13	Grey Group	HSBC Life, Loreal-Biotherm Project, L'Oreal Project, Bose Project	5.5		5.5	7	
14	9	DDB	Danone Project, Carlsberg Project, Huawei Project, H3C magic Project	5.0		5.0	5	
15	11	McCann WorldGroup	Evereden Project, Florasis Project, Linde Project	4.5		4.5	6	
16	-	Gusto Luxe	Mansur Gavriel	3.3		3.3	1	
17	16	Isobar	Fractal Ink Project, Two Piece Project, Sherwin-Williams Project	2.8		2.8	3	
18	12	VMLY&R	Shanghai Jahwa	2.2		2.2	1	
						2021 (Jan-Mar):	384.4	202
						2020 (Jan-Mar):	391.5	161
						YoY Comparison:	-1.8%	25.5%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	BAIC, L'Oreal, Sanofi	211.2	Abbott Nutrition	182.5	8
2	3	PHD	Didi, Calzedonia, Jiahua Cosmetics	76.6		76.6	4
3	10	Carat	Mengniu Dairy, Pernod Ricard China	69.2		69.2	2
4	2	Wavemaker	Tencent Platform & Content Group, Lixiang Branding, Lianjia - BeiKe	72.9	Pernod Ricard	64.1	16
5	5	Universal McCann	Abbott Nutrition, Burger King, Uni-President drinks, noodles, Dyson project	37.5		37.5	4
6	7	OMD	Yili (digital), Jianlibao, Tencent Financial Technology, AliExpress	33.9		33.9	6
7	4	Havas Media	Infiniti, J&J Acuvue	17.8		17.8	2
8	6	MediaCom	Longi, Ecco, K11	6.4		6.4	3
9	12	dentsu X	Wanglaoji herbal tea Project, Mitsui Chemical, Inc. Project	3.4		3.4	4
10	9	Essence	Crocs	0.3		0.3	1

2021 (Jan-Mar):	392.8	58
2020 (Jan-Mar):	615.0	47
YoY Comparison:	-36.1%	23.4%

2021 Creative & Media (Jan-Mar)	777.1	260
2020 Creative & Media (Jan-Mar)	1,006.4	208
YoY Comparison:	-22.8%	25.0%

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.