





## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 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	2	PHD	Audi, Didi, Calzedonia, Jiahua Cosmetics	92.9		92.9	5
3	4	Wavemaker	IM Motors, Cindy Chao, Tencent Platform & Content Group	79.1		74.2	18
4	3	Carat	Mengniu Dairy	65.2		65.2	2
5	5	Universal McCann	Abbott Nutrition, Burger King, Uni-President drinks, noodles, Dyson project	37.5		37.5	4
6	6	OMD	Yili (digital), Jianlibao, Tencent Financial Technology, AliExpress	33.9		33.9	6
7	7	Havas Media	Breitling, Infiniti, J&J Acuvue	19.1		19.1	3
8	8	MediaCom	Longi, Ecco, K11	6.4	Breitling	5.1	3
9	9	dentsu X	Wanglaoji herbal tea Project, Mitsui Chemical, Inc. Project	3.4		3.4	4
10	10	Essence	Crocs	0.3		0.3	1

2021 (Jan-Apr):	416.5	63
2020 (Jan-Apr):	868.1	64
YoY Comparison:	-52.0%	-1.6%

2021 Creative & Media (Jan-Apr)	966.9	327
2020 Creative & Media (Jan-Apr)	1,429.2	289
YoY Comparison:	-32.3%	13.1%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.