



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / May 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	Lesso, Semir Garment, Fapon Novus	188.6		188.6	97	
2	2	Leo Burnett	Jidu Auto Project, Infiniti Project, FAW-VW Audi Project	90.0		90.0	18	
3	3	Wunderman Thompson	Richemont, Shanghai Guangming, Longines Project	53.7		53.7	28	
4	8	Dentsu McGarryBowen	VW, Audi SUVs, Geely Project, Nintendo Switch Project, Sitrana Project	46.4		46.4	13	
5	4	Publicis	Pechoin, Estee Lauder Project, Glaxo_Skb project	37.2		37.2	26	
6	5	Digitas	Honor Project, Genesis Project, Mercedes-Benz Project	33.3		33.3	8	
7	7	BBDO	Anta & Anta Kids, Meituan, TMALL SUPEr DEAL	26.6		26.6	24	
8	6	Havas Worldwide	LENOVO Project, OPPO Project, American Standard Project	25.4		25.4	13	
9	9	Grey Group	E Learning Project, Tencent Project, HSBC Life, Loreal-Biotherm Project	21.4		21.4	9	
10	10	BBH	Vivo Project, GARENA ONLINE PRIVATE LIMITED - Free Fire Project, Lilith Games project	19.6		19.6	5	
11	11	Sapient	Alfa Romeo, SCHUCO, NBA Project	19.0		19.0	9	
12	12	McCann WorldGroup	FARFETCH Project, SGM, Livat Project, Rural Bank	17.6		17.6	11	
13	13	Saatchi & Saatchi	Aier Eye Hospital Project, Pechoin Project, Comfort-Seating Project, Danone Project	15.1		15.1	12	
14	14	Prodigious	MINT Media Project, MOC Shandong projects, INVISALIGN Project	12.9		12.9	11	
15	15	DDB	Haier Project, SVW Project, Ali Health Project	10.8		10.8	8	
16	16	Gusto Luxe	Mansur Gavriel	3.3		3.3	1	
17	17	Isobar	Yum! China, Fractal Ink Project, Two Piece Project, Sherwin-Williams Project	3.2		3.2	4	
18	18	VMLY&R	Shanghai Jahwa, Xiaomi-ninetygo Project	2.5		2.5	2	
						2021 (Jan-May):	626.8	299
						2020 (Jan-May):	621.6	257
						YoY Comparison:	0.8%	16.3%

