

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jun 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              | Arrow, Lesso, Semir Garment, Fapon Novus  | 238.2                               |               | 238.2                                   | 135         |
| 2               | 2               | Leo Burnett         | Li_Auto Project, Jidu Auto Project, Infiniti Project, FAW-VW Audi Project             | 93.0                                |               | 93.0                                    | 19          |
| 3               | 6               | Digitas             | Huawei Project, Mercedes-Benz Project, Honor Project                                  | 84.4                                |               | 84.4                                    | 10          |
| 4               | 3               | Wunderman Thompson  | Richemont, Shanghai Guangming, Longines Project                                       | 67.7                                |               | 67.7                                    | 29          |
| 5               | 4               | Dentsu McGarryBowen | Glico Pocky Project, Uniqlo Project, Glico PRETZ Project                              | 63.4                                |               | 63.4                                    | 25          |
| 6               | 5               | Publicis            | B&O Project, J&J_Xian project, Lundbeck project                                       | 39.8                                |               | 39.8                                    | 31          |
| 7               | 8               | Havas Worldwide     | LENOVO Project, OPPO Project, American Standard Project                               | 35.9                                |               | 35.9                                    | 17          |
| 8               | 13              | Saatchi & Saatchi   | SVW, IM Car, Nestle-Totole Project, Aier Eye Hospital Project                         | 34.2                                |               | 34.2                                    | 16          |
| 9               | 7               | BBDO                | Anta & Anta Kids, Meituan, TMALL SUPER DEAL   | 31.7                                |               | 31.7                                    | 28          |
| 10              | 9               | Grey Group          | HKU Various, E Learning Project, Tencent Project, HSBC Life, Loreal-Biotherm Project  | 21.8                                |               | 21.8                                    | 10          |
| 11              | 10              | BBH                 | Vivo Project, GARENA ONLINE PRIVATE LIMITED - Free Fire Project, Lilith Games project | 19.6                                |               | 19.6                                    | 5           |
| 12              | 11              | Sapient             | Alfa Romeo, SCHUCO, NBA Project   | 19.0                                |               | 19.0                                    | 9           |
| 13              | 12              | McCann WorldGroup   | FARFETCH Project, SGM, Livat Project, Rural Bank                                      | 17.6                                |               | 17.6                                    | 11          |
| 14              | 15              | DDB                 | Mengniu Goat Milk Campaign Project, Pizza Hut Project, Haier Project                  | 15.7                                |               | 15.7                                    | 12          |
| 15              | 17              | Isobar              | Clarins Project, Nippon Project, TCP Project  | 14.1                                |               | 14.1                                    | 12          |
| 16              | 14              | Prodigious          | MINT Media Project, MOC Shandong projects, INVISALIGN Project                         | 12.9                                |               | 12.9                                    | 11          |
| 17              | 16              | Gusto Luxe          | Mansur Gavriel  | 3.3                                 |               | 3.3                                     | 1           |
| 18              | 18              | VMLY&R              | Alibaba-Kaola Project, Shanghai Jahwa, Xiaomi-ninetygo Project                        | 3.0                                 |               | 3.0                                     | 3           |

|                 |       |       |
|-----------------|-------|-------|
| 2021 (Jan-Jun): | 815.5 | 384   |
| 2020 (Jan-Jun): | 712.3 | 312   |
| YoY Comparison: | 14.5% | 23.1% |



# 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jun 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               | Wavemaker        | JD.com Planning, Lixiang Performance, Meituan                               | 106.9                               |                  | 102.0                                   | 21         |
| 3               | 2               | PHD              | Audi, Didi, Calzedonia, Jiahua Cosmetics                                    | 92.9                                |                  | 92.9                                    | 5          |
| 4               | 4               | Carat            | Mengniu Dairy   | 65.2                                |                  | 65.2                                    | 2          |
| 5               | 6               | OMD              | Royal Philips, Dubai Expo Project, WeChat Huiju mini program Project        | 41.0                                |                  | 41.0                                    | 10         |
| 6               | 5               | Universal McCann | Abbott Nutrition, Burger King, Uni-President drinks, noodles, Dyson project | 37.5                                |                  | 37.5                                    | 4          |
| 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          |
|                 |                 |                  |   |                                     |                  |   |            |
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|-----------------|--------|-------|
| 2021 (Jan-Jun): | 516.8  | 83    |
| 2020 (Jan-Jun): | 960.8  | 85    |
| YoY Comparison: | -46.2% | -2.4% |

|                                 |         |       |
|---------------------------------|---------|-------|
| 2021 Creative & Media (Jan-Jun) | 1,332.3 | 467   |
| 2020 Creative & Media (Jan-Jun) | 1,673.1 | 397   |
| YoY Comparison:                 | -20.4%  | 17.6% |

**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.