

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jul 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	269.4		269.4	155
2	5	Dentsu McGarryBowen	Master Kong (KSF) Project, Shiseido Project	100.0		100.0	48
3	2	Leo Burnett	Budweiser Project, Li_Auto Project, Jidu Auto Project, Infiniti Project, FAW-VW Audi Project	98.0		98.0	20
4	3	Digitas	Huawei Project, Mercedes-Benz Project, Honor Project	84.4		84.4	10
5	4	Wunderman Thompson	Richemont, Shanghai Guangming, Longines Project	67.7		67.7	29
6	6	Publicis	B&O Project, J&J_Xian project, Lundbeck project	39.8		39.8	31
7	9	BBDO	Mengniu Brand, Fliggy, Bosch Refrigerator Project	36.3		36.3	33
8	7	Havas Worldwide	LENOVO Project, OPPO Project, American Standard Project	35.9		35.9	17
9	8	Saatchi & Saatchi	China welfare lottery, SVW, IM Car, Nestle-Totole Project, Aier Eye Hospital Project	35.7		35.7	17
10	10	Grey Group	HKU Various, E Learning Project, Tencent Project, HSBC Life, Loreal-Biotherm Project	21.8		21.8	10
11	14	DDB	Wusu Project, JingJu Project, Hennessy CRM BI Design Project	20.6		20.6	16
12	13	McCann WorldGroup	FARFETCH Project, SGM, Livat Project, Rural Bank	19.6		19.6	12
13	11	BBH	Vivo Project, GARENA ONLINE PRIVATE LIMITED - Free Fire Project, Lilith Games project	19.6		19.6	5
14	12	Sapient	Alfa Romeo, SCHUCO, NBA Project	19.0		19.0	9
15	15	Isobar	Clarins Project, Nippon Project, TCP Project	14.1		14.1	12
16	16	Prodigious	MINT Media Project, MOC Shandong projects, INVISALIGN Project	12.9		12.9	11
17	18	VMLY&R	Alibaba-Kaola Project, Shanghai Jahwa, Xiaomi-ninetygo Project	3.4		3.4	4
18	17	Gusto Luxe	Mansur Gavriel	3.3		3.3	1
						2021 (Jan-Jul):	901.6 440
						2020 (Jan-Jul):	848.9 364
						YoY Comparison:	6.2% 20.9%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jul 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	Wavemaker	Rivsea Project, Baidu Project, Aston Martin	119.9		115.0	27
3	3	PHD	Audi, Didi, Calzedonia, Jiahua Cosmetics	96.8		96.8	6
4	4	Carat	ByteDance, Mengniu Dairy	90.4		90.4	3
5	5	OMD	Decathlon, Knoppers (Storck company) Project, Estee Lauder Company - Jo Malone Project	53.1		53.1	14
6	6	Universal McCann	Henkel, Blizzard Project	41.8		41.8	6
7	9	MediaCom	FIT, Longi, Ecco, K11	37.5	Breitling	36.2	9
8	7	Havas Media	Red Bull, Breitling, Infiniti, J&J Acuvue	22.0		22.0	4
9	8	dentsu X	Wanglaoji herbal tea Project, Mitsui Chemical, Inc. Project	13.2		13.2	5
10	10	Essence	Crocs	0.3		0.3	1

2021 (Jan-Jul):	580.2	97
2020 (Jan-Jul):	1,029.6	106
YoY Comparison:	-43.6%	-8.5%

2021 Creative & Media (Jan-Jul)	1,481.8	537
2020 Creative & Media (Jan-Jul)	1,878.5	470
YoY Comparison:	-21.1%	14.3%

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.