

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	280.6		280.6	160
2	2	Dentsu McGarryBowen	PurCotton, Honda Motor Project, Master Kong (KSF) Project, Shiseido Project	108.9		108.9	50
3	3	Leo Burnett	Daxing Airport Project, VW_DAS WELT Auto Project, Budweiser Project, Li_Auto Project	101.4		101.4	22
4	4	Digitas	Huawei Project, Mercedes-Benz Project, Honor Project	85.8		85.8	11
5	5	Wunderman Thompson	Richemont, Shanghai Guangming, Longines Project	67.7		67.7	29
6	6	Publicis	Honda, Ausnutria milk powder Project, B&O Project, J&J_Xian project	48.5		48.5	33
7	8	Havas Worldwide	Heng An Group Project, HUAWEI, Sanyuan Milk	45.7		45.7	22
8	9	Saatchi & Saatchi	Budweiser-Harbin Project, Guangzhou Joy Sale Network, Vanke Shenzhen Project	38.1		38.1	20
9	7	BBDO	Mengniu Brand, Fliggy, Bosch Refrigerator Project	36.3		36.3	33
10	11	DDB	Carlsberg Project, Hennessy Meal Project, Salamon Project	25.0		25.0	19
11	12	McCann WorldGroup	Adidas Project, World Gold Council Project, FARFETCH	23.5		23.5	14
12	10	Grey Group	HKU Various, E Learning Project, Tencent Project, HSBC Life, Loreal-Biotherm Project	21.8		21.8	10
13	13	BBH	Vivo Project, GARENA ONLINE PRIVATE LIMITED - Free Fire Project, Lilith Games project	19.6		19.6	5
14	14	Sapient	Alfa Romeo, SCHUCO, NBA Project	19.0		19.0	9
15	15	Isobar	Danone Aptamil, Clarins Project, Nippon Project, TCP Project	14.9		14.9	13
16	16	Prodigious	MINT Media Project, MOC Shandong projects, INVISALIGN Project	12.9		12.9	11
17	17	VMLY&R	Michelin, Alibaba-Kaola Project, Shanghai Jahwa, Xiaomi-ninetygo Project	4.3		4.3	6
18	18	Gusto Luxe	Mansur Gavriel	3.3		3.3	1

2021 (Jan-Aug):	901.6	440
2020 (Jan-Aug):	922.2	414
YoY Comparison:	-2.2%	6.3%

