

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	293.3		293.3	165
2	4	Digitas	Huawei Project, Ji Nan On Cloud Project	159.6		159.6	13
3	2	Dentsu McGarryBowen	KSF China Project, Ito En Project	111.5		111.5	52
4	3	Leo Burnett	Daxing Airport Project, VW_DAS WELT Auto Project, Budweiser Project, Li_Auto Project	101.4		101.4	22
5	5	Wunderman Thompson	Beijing International Convention Center Project	89.6		89.6	43
6	6	Publicis	Nike Project, Honda, Ausnutria milk powder Project, B&O Project	49.3		49.3	34
7	7	Havas Worldwide	Heng An Group Project, HUAWEI, Sanyuan Milk	45.7		45.7	22
8	9	BBDO	Lotus, Chery, MB Social	45.7		45.7	40
9	8	Saatchi & Saatchi	Budweiser-Harbin Project, Guangzhou Joy Sale Network, Vanke Shenzhen Project	38.1		38.1	20
10	10	DDB	Adidas Orginial Social Content Development Project, MiGuo Drink Strategy Development Project	27.5		27.5	21
11	11	McCann WorldGroup	Adidas Project, World Gold Council Project, FARFETCH	23.5		23.5	14
12	12	Grey Group	Uniqlo Project, HKU Various, E Learning Project, Tencent Project	21.9		21.9	11
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 Aptimil, 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-Sep):	1,081.1	502
2020 (Jan-Sep):	976.5	459
YoY Comparison:	10.7%	9.4%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	243.8	Abbott Nutrition	215.1	9
2	2	Mindshare	Unilever, Theory (Fast Retailing), Pure & Mild	297.4	L'Oreal	167.0	13
3	3	Wavemaker	Philips (Male Grooming) - Planning + Youth marketing Project, Baidu Map - Buying Project	121.7		115.3	30
4	4	OMD	Decathlon, Taro, Allianz Project	115.0		115.0	22
5	5	Carat	Amorepacific, Pernod Ricard, UGG	112.6		112.6	8
6	6	PHD	Audi, Didi, Calzedonia, Jiahua Cosmetics	96.8		96.8	6
7	8	MediaCom	Bayer, FIT, Longi, Ecco, K11	70.1	Breitling	65.1	10
8	7	Universal McCann	Henkel, Blizzard Project	41.8		41.8	6
9	11	Starcom	Ferrero, ABInBev (Commerce), Moncler Buying only	32.3		32.3	5
10	10	dentsu X	Tencent Financial Technology, Fujifilm Project	25.9		25.9	11
11	9	Havas Media	Red Bull, Breitling, Infiniti, J&J Acuvue	23.6		23.6	5
12	-	Initiative	Alibaba Cloud Project	3.4		3.4	2
13	12	Essence	Crocs	0.3		0.3	1
14	13	Spark Foundry	Alibaba Cloud Project	0.5		-0.7	1
15	14	iProspect	Bosch, Nestlé EC	13.6	Jaguar Land Rover	-25.6	4

2021 (Jan-Sep):	988.1	133
2020 (Jan-Sep):	1,053.5	121
YoY Comparison:	-6.2%	9.9%

2021 Creative & Media (Jan-Sep)	2,069.2	635
2020 Creative & Media (Jan-Sep)	2,030.0	590
YoY Comparison:	1.9%	9.5%

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.