

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	4D SHOETECH, Arrow, Lesso, Semir Garment, Fapon Novus	297.2		297.2	172
2	2	Digitas	Huawei Project, Ji Nan On Cloud Project	159.6		159.6	13
3	3	Dentsu McGarryBowen	KSF China Project, Ito En Project	111.5		111.5	52
4	4	Leo Burnett	McDonald's Project, Daxing Airport Project, VW_DAS WELT Auto Project	102.7		102.7	23
5	13	BBH	Mini Cooper Project, Vivo Project, GARENA ONLINE PRIVATE LIMITED - Free Fire Project	52.2		52.2	6
6	5	Wunderman Thompson	Beijing International Convention Center Project	89.6		89.6	43
7	6	Publicis	Guerlain Project, GSK project, Clarins Project	54.2		54.2	43
8	9	Saatchi & Saatchi	Yili Project, MarsWrigly Project, Siemens Project	50.3		50.3	26
9	10	DDB	Polestar social, Adidas Orginial Social Content Development Project	47.0		47.0	22
10	8	BBDO	Smooore (Vaping Chip) Project, Champion Project, Meituan winter campaign Project	46.9		46.9	43
11	7	Havas Worldwide	Heng An Group Project, HUAWEI, Sanyuan Milk	45.7		45.7	22
12	11	McCann WorldGroup	Adidas Project, World Gold Council Project, FARFETCH	23.5		23.5	14
13	12	Grey Group	Uniqlo Project, HKU Various, E Learning Project, Tencent Project	21.9		21.9	11
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-Oct):	1,156.7	530
2020 (Jan-Oct):	1,067.7	532
YoY Comparison:	8.3%	-0.4%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	3	Wavemaker	Tech Client, Philips (Male Grooming) -Planning + Youth marketing Project, Baidu Map - Buying Project	181.9		175.5	38
3	2	Mindshare	Unilever, Theory (Fast Retailing), Pure & Mild	297.4	L'Oreal	167.0	13
4	6	PHD	Chanel, Didi, Jahwa	155.2		155.2	10
5	5	Carat	Amorepacific, Pernod Ricard, UGG	112.6		112.6	8
6	4	OMD	Estee Lauder Project, Decathlon, Taro, Allianz Project	115.0	XiaoMi	102.0	24
7	7	MediaCom	Florentia Village, Bayer, FIT, Longi, Ecco, K11	74.0	Breitling	68.9	11
8	8	Universal McCann	Henkel, Blizzard Project	41.8		41.8	6
9	9	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	11	Havas Media	Red Bull, Breitling, Infiniti, J&J Acuvue	23.6		23.6	5
12	12	Initiative	GM Ultium, Twinings	3.4		3.4	2
13	13	Essence	Crocs	0.3		0.3	1
14	14	Spark Foundry	Alibaba Cloud Project	0.5		-0.7	1
15	15	iProspect	Bosch, Nestlé EC	13.6	Jaguar Land Rover	-25.6	4

2021 (Jan-Oct):	1,097.4	148
2020 (Jan-Oct):	1,396.0	155
YoY Comparison:	-21.4%	-4.5%

2021 Creative & Media (Jan-Oct)	2,254.1	678
2020 Creative & Media (Jan-Oct)	2,463.7	697
YoY Comparison:	-8.5%	-1.3%

### 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](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.