

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Nov 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	Lifeasy, Sunwoda Electronic, 4D SHOETECH, Arrow	299.1		299.1	177	
2	2	Digitas	MOC Project, UnionPay Project, Huawei Project, Ji Nan On Cloud Project	168.8		168.8	16	
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	6	Wunderman Thompson	Beijing International Convention Center Project	89.6		89.6	43	
6	7	Publicis	Estee Lauder Project, iGuzzini Project, Codex Beauty	67.4		67.4	57	
7	5	BBH	Mini Cooper Project, Vivo Project, GARENA ONLINE PRIVATE LIMITED - Free Fire Project	52.2		52.2	6	
8	8	Saatchi & Saatchi	Invisalign Project, Aier Eye Hospital Project, Yili Project, MarsWrigly Project	51.1		51.1	28	
9	9	DDB	JingJu 2022 WuJing Campaign, Polestar social, Adidas Original Social Content Development Project	49.2		49.2	24	
10	10	BBDO	Smooore (Vaping Chip) Project, Champion Project, Meituan winter campaign Project	46.9		46.9	43	
11	11	Havas Worldwide	Heng An Group Project, HUAWEI, Sanyuan Milk	45.7		45.7	22	
12	12	McCann WorldGroup	Nanjing OCT Project, Nanjing OCT Project, Adidas Project, World Gold Council Project	23.9		23.9	15	
13	13	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	
19	-	MullenLowe Group	Hape Project	0.3		0.3	2	
						2021 (Jan-Oct):	1,182.6	559
						2020 (Jan-Oct):	1,131.4	575
						YoY Comparison:	4.5%	-2.8%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Nov 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	3	Mindshare	Yili, China Sports Lottery Planning, Unilever, Theory (Fast Retailing), Pure & Mild	548.2	L'Oreal	417.7	22
2	1	Zenith	BAIC, L'Oreal, Sanofi	243.8	Abbott Nutrition	215.1	9
3	2	Wavemaker	360 Gaming APPS, 3 Squirrels (Planning)	182.6		176.2	40
4	4	PHD	Chanel, Didi, Jahwa	155.2		155.2	10
5	7	MediaCom	The Coca-Cola Company, Florentia Village, Bayer, FiT, Longi, Ecco, K11	139.2	Breitling	134.1	12
6	5	Carat	Amorepacific, Pernod Ricard, UGG	112.6		112.6	8
7	8	Universal McCann	Henkel, Blizzard Project	53.2		53.2	7
8	6	OMD	Beiersdorf, Allianz Project, Sun Life Financial, Estee Lauder Project	116.4	Yili TV Buying	38.1	27
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):	1,361.7	164
2020 (Jan-Oct):	1,430.9	167
YoY Comparison:	-4.8%	-1.8%

2021 Creative & Media (Jan-Oct)	2,544.2	723
2020 Creative & Media (Jan-Oct)	2,562.3	742
YoY Comparison:	-0.7%	-2.6%

### 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.