



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Dec 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	Long Bamboo Technology Group, Wonderme Industrial Group, Mengtai Group	324.5		324.5	190
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	8	Saatchi & Saatchi	Invisalign Project, Aier Eye Hospital Project, Yili Project, MarsWrigly Project	92.9		92.9	31
6	5	Wunderman Thompson	Beijing International Convention Center Project	89.6		89.6	43
7	6	Publicis	Estee Lauder Project, iGuzzini Project, Codex Beauty	67.4		67.4	57
8	10	BBDO	Mercedes-Benz, Budweiser project	60.2		60.2	46
9	7	BBH	Mini Cooper Project, Vivo Project, GARENA ONLINE PRIVATE LIMITED - Free Fire Project	52.2		52.2	6
10	9	DDB	Hennessy GTR Gamification Project, Carlsberg 1664 Project	49.7		49.7	26
11	17	VMLY&R	Lululemon Project, Michelin, Alibaba-Kaola Project, Shanghai Jahwa	49.2		49.2	7
12	11	Havas Worldwide	Heng An Group Project, HUAWEI, Sanyuan Milk	48.9		48.9	23
13	12	McCann WorldGroup	Nanjing OCT Project, Nanjing OCT Project, Adidas Project, World Gold Council Project	23.9		23.9	15
14	13	Grey Group	Uniqlo Project, HKU Various, E Learning Project, Tencent Project	23.3		23.3	13
15	14	Sapient	Alfa Romeo, SCHUCO, NBA Project	19.0		19.0	9
16	15	Isobar	Danone Aptamil, Clarins Project, Nippon Project, TCP Project	14.9		14.9	13
17	16	Prodigious	MINT Media Project, MOC Shandong projects, INVISALIGN Project	12.9		12.9	11
18	18	Gusto Luxe	Mansur Gavriel	3.3		3.3	1
19	19	MullenLowe Group	Hape Project	0.3		0.3	2
						2021 (Jan-Dec):	1,313.1 584
						2020 (Jan-Dec):	1,258.6 639
						YoY Comparison:	4.3% -8.6%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Dec 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	Mindshare	Yili, China Sports Lottery Planning, Unilever, Theory (Fast Retailing), Pure & Mild	550.0	L'Oreal	419.5	23
2	2	Zenith	BAIC, L'Oreal, Sanofi	245.1	Abbott Nutrition	216.4	11
3	3	Wavemaker	360 Gaming APPS, 3 Squirrels (Planning)	182.6		176.2	40
4	4	PHD	Chanel, Didi, Jahwa	155.2		155.2	10
5	5	MediaCom	AkzoNobel, William Grant & Sons, The Coca-Cola Company, Florentia Village, Bayer, FIT, Longi, Ecco, K11	140.8	Breitling	135.7	14
6	6	Carat	Amorepacific, Pernod Ricard, UGG	112.6		112.6	8
7	10	dentsu X	Tencent Financial Technology, Fujifilm Project	54.3		54.3	14
8	7	Universal McCann	Henkel, Blizzard Project	53.2		53.2	7
9	8	OMD	Frieslandcampina, Levi's, The University of New South Wales	118.1	Yili TV Buying	39.8	30
10	9	Starcom	Ferrero, ABInBev (Commerce), Moncler Buying only	32.3		32.3	5
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-Dec):	1,396.4	175
2020 (Jan-Dec):	1,455.3	172
YoY Comparison:	-4.0%	1.7%

2021 Creative & Media (Jan-Oct)	2,709.6	759
2020 Creative & Media (Jan-Oct)	2,713.9	811
YoY Comparison:	-0.2%	-6.4%

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.