

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jan 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB \(\cdot\) m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB \(\cdot\) m)	No.of Wins
1	1	Ogilvy	Nippon Paint Holdings, Huawei, Bank of China	90.1		90.1	50
2	8	BBDO	Budweiser project, Liang Ping project, VICUTU	20.2		20.2	6
					2022 (Jan):	110.4	56
					2021 (Jan):	1,258.6	639
					YoY Comparison:	-91.2%	-91.2%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jan 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB \(\cdot\) m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB \(\cdot\) m)	No.of Wins
1	1	Mindshare	Dyson, Zegna, Singapore Economic Development Board	121.3		121.3	4
2	4	PHD	Chanel, Carl Friedrich Bucherer	16.6		16.6	2
3	9	OMD	Estee Lauder Companies	0.0		0.0	1
					2022 (Jan):	121.7	7
					2021 (Jan):	1,455.3	172
					YoY Comparison:	-91.6%	-95.9%
					2022 Creative & Media (Jan)	232.0	63
					2021 Creative & Media (Jan)	2,713.9	811
					YoY Comparison:	-91.5%	-92.2%

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 R0I.