



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Feb 2022

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	Miao Run, Huawei, Biogen	103.9		103.9	63	
2	7	Wunderman Thompson	FMCG Client	25.2		25.2	20	
3	2	BBDO	CHANGAN EV - C385, Bosch, DALI Electric (Bytedance) Project	24.2		24.2	11	
4	13	McCann WorldGroup	Fujifilm (Instax) Project, RS Components Project	13.1		13.1	3	
						2022 (Jan-Feb):	166.5	97
						2021 (Jan-Feb):	168.3	94
						YoY Comparison:	-1.1%	3.2%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Feb 2022

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	Liu Yue Xian Project, Pinlive Food, HsuFuChi	142.2		142.2	10
2	2	PHD	Chanel, Carl Friedrich Bucherer	16.6		16.6	2
3	7	dentsu X	Mengniu Digital Media	13.0		13.0	1
4	15	Wavemaker	RED, China UnionPay, IM Motors Project	21.9		5.6	6
5	5	MediaCom	GOBI	0.1		0.1	1
6	3	OMD	Estee Lauder Companies	0.0		0.0	1

2022 (Jan-Feb):	177.6	21
2021 (Jan-Feb):	216.5	35
YoY Comparison:	-18.0%	-40.0%

2022 Creative & Media (Jan-Feb)	344.1	118
2021 Creative & Media (Jan-Feb)	384.9	129
YoY Comparison:	-10.6%	-8.5%

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.