

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Mar 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB \(\foat{Y}\)m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB \(\chi\) m)	No.of Wins
1	1	Ogilvy	JD.com, Huawei, XJP	141.0		141.0	87
2	2	Wunderman Thompson	FMCG Client	25.2		25.2	20
3	3	BBDO	CHANGAN EV - C385, Bosch, DALI Electric (Bytedance) Project	24.2		24.2	11
4	14	Grey Group	Monster Energy, General Motors	22.6		22.6	2
5	4	McCann WorldGroup	Sanofi Project, Microsoft Project	15.7		15.7	7
6	13	Havas Worldwide	Wheelock Properties (Hong Kong) Limited Project	2.6		2.6	1
7	12	VMLY&R	Mondelez	2.3		2.3	1
8	11	DDB	Hennessy GTR MP (SOT Campaign) Project	0.7		0.7	1
					2022 (Jan-Mar):	234.3	130
					2021 (Jan-Mar):	384.4	202
					YoY Comparison:	-39.0%	-35.6%

1



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Mar 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB \(\cdot\) m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB \(\cap m\))	No.of Wins
1	1	Mindshare	Liu Yue Xian Project, Pinlive Food, HsuFuChi	142.2		142.2	10
2	2	PHD	Saic Roewe, World Gold Council	43.7		43.7	6
3	6	OMD	Yili, Shinho Food, Frieslandcampina, Levi's, Estee Lauder Companies	28.7		28.7	5
4	4	Wavemaker	L'Oréal Travel Retail (IMC), Abbott Pediasure, Abbott Nutrition	31.1	World Gold Council	13.2	12
5	3	dentsu X	Mengniu Digital Media	13.0		13.0	1
6	5	MediaCom	Tencent FiT, PUBG/AOV, Gobi, GOBI	1.1		1.1	6
7	9	Universal McCann	Dongfeng Yueda Kia Project	0.3		0.3	1
					2022 (Jan-Mar):	242.2	41
					2021 (Jan-Mar):	392.8	58
					YoY Comparison:	-38.3%	-29.3%
					To Companson.		-23.3%
					2022 Creative & Media (Jan-Mar)	476.5	171
					2021 Creative & Media (Jan-Mar)	777.1	260

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.

YoY Comparison: