





## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / May 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               | 11              | Zenith           | PepsiCo   | 130.4                              |                    | 130.4                                  | 1          |
| 2               | 3               | Wavemaker        | Guangfa Bank , PTAC, Meituan, Epson - Printer, Versace  | 62.0                               | World Gold Council | 44.1                                   | 17         |
| 3               | 2               | PHD              | Saic Roewe, World Gold Council  | 43.7                               |                    | 43.7                                   | 6          |
| 4               | 5               | Mindshare        | China Sports Lottery AOR - Planning, Xiao Xiniu, Dyson, Hoya, Yili, Shinho Food, Frieslandcampina, Levi's, Estee Lauder Companies | 163.0                              | PepsiCo            | 32.5                                   | 17         |
| 5               | 4               | OMD              |   | 28.7                               |                    | 28.7                                   | 5          |
| 6               | 6               | Havas Media      | Genesis, Noah   | 22.5                               |                    | 22.5                                   | 2          |
| 7               | 7               | dentsu X         | Mengniu Digital Media   | 13.0                               |                    | 13.0                                   | 1          |
| 8               | 8               | MediaCom         | PUBG, Great Wall Auto, Tencent FIT, PUBG/AOV, Gobi, GOBI  | 1.7                                |                    | 1.7                                    | 8          |
| 9               | 9               | Carat            | L'oreal Travel Retail   | 1.0                                |                    | 1.0                                    | 1          |
| 10              | 10              | Universal McCann | Dongfeng Yueda Kia Project  | 0.3                                |                    | 0.3                                    | 1          |

|                  |        |        |
|------------------|--------|--------|
| 2022 (Jan-May ): | 318.0  | 59     |
| 2021 (Jan-May ): | 458.3  | 71     |
| YoY Comparison:  | -30.6% | -16.9% |

|                                  |         |        |
|----------------------------------|---------|--------|
| 2022 Creative & Media (Jan-May ) | 744.0   | 272    |
| 2021 Creative & Media (Jan-May ) | 1,085.1 | 370    |
| YoY Comparison:                  | -31.4%  | -26.5% |

### 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 Apr keting ROI.