



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jul 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	Lilly, US Bank, J & J Group, China Welfare Lottery, Dulwich College, Coca-Cola Company	192.9		192.2	138	
2	2	Wunderman Thompson	FMCG Client	70.7		70.7	39	
3	5	BBDO	BMW, Pepsi Project, Aston Martin, ABI - Harbin Beer Project, Yili Dairy	66.2		66.2	21	
4	3	McCann WorldGroup	TaoBao Project, Jack Wolfskin Project, Dyson Project, NEOM Project	64.9		64.9	24	
5	4	VMLY&R	Mondelez, TCL Project	38.2		38.2	2	
6	6	Grey Group	Arrawanna Project, Warner Bros	23.7		23.7	5	
7	14	Saatchi & Saatchi	Financial Client	16.3		16.3	12	
8	7	Isobar	Standard Foods Project, Mary Kay	15.7		15.7	5	
9	8	Dentsu McGarryBowen	JuLeBao Dairy Industry, SAIC Mortor, Shiseido	14.8		14.8	4	
10		Publicis Worldwide		13.0		13.0	9	
11	10	Prodigious	Compagnie Financiere Richemont Project	8.5		8.5	5	
12	9	R/GA	GM (Luxury Division)	8.2		8.2	2	
13	11	DDB	maoPu (Chinese white wine) Project, Hennessy GTR MP (SOT Campaign) Project	7.8		7.8	7	
14	17	Digitas	China Mobile	6.5		6.5	5	
15		G4 Advertising	Nongfu Spring Co Ltd Project, Wyeth Nutrition Project	6.5		6.5	5	
16	13	Leo Burnett	Confidential	3.3		3.3	2	
17	15	BBH	Moonton Technology Co. Ltd. Project	3.3		3.3	2	
18	16	MetaDesign	ARCFOX Project	3.3		3.3	2	
19	12	Havas Worldwide	Wheelock Properties (Hong Kong) Limited Project	2.6		2.6	1	
						2022 (Jan-Jul):	524.3	290
						2021 (Jan-Jul):	901.6	440
						YoY Comparison:	-41.8%	-34.1%

