



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	206.5		205.9	142	
2	4	McCann WorldGroup	New South Group Project, MINISO Project, PatPat Project	76.1		76.1	31	
3	2	Wunderman Thompson	FMCG Client	70.7		70.7	39	
4	3	BBDO	BMW, Pepsi Project , Aston Martin, ABI - Harbin Beer Project, Yili Dairy	66.2		66.2	21	
5	5	VMLY&R	Mondelez, TCL Project	38.2		38.2	2	
6	6	Grey Group	Arrawanna Project, Warner Bros	23.7		23.7	5	
7	7	Saatchi & Saatchi	Financial Client	16.3		16.3	12	
8	8	Isobar	Standard Foods Project, Mary	15.7		15.7	5	
9	9	Dentsu McGarryBowen	JunLeBao Dairy Industry, SAIC Mortor, Shiseido	14.8		14.8	4	
10	10	Publicis Worldwide	Hyproca Bio Technology Co. Ltd.	13.0		13.0	9	
11	11	Prodigious	Compagnie Financiere Richemont Project	8.5		8.5	5	
12	12	R/GA	GM (Luxury Division)	8.2		8.2	2	
13	13	DDB	MaoPu (Chinese White Wine) Project, Hennessy GTR MP (SOT Campaign) Project	8.1		8.1	9	
14	14	Digitas	China Mobile	6.5		6.5	5	
15	15	G4 Advertising	Nongfu Spring Co Ltd Project, Wyeth Nutrition Project	6.5		6.5	5	
16	16	Leo Burnett	Confidential	3.3		3.3	2	
17	17	BBH	Moonton Technology Co. Ltd. Project	3.3		3.3	2	
18	18	MetaDesign	ARCFOX Project	3.3		3.3	2	
19	19	Havas Worldwide	Wheelock Properties (Hong Kong) Limited Project	2.6		2.6	1	
						2022 (Jan-Aug):	549.5	303
						2021 (Jan-Aug):	901.6	440
						YoY Comparison:	-39.0%	-31.1%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	Zenith	PepsiCo, Huawei Project	132.1		132.1	2
2	3	Mindshare	Japan Airlines, Guangming's Client, Master Kong, Heineken Planning, Bosideng Project - Planning	244.2	PepsiCo	112.4	22
3	2	Starcom	Rolex Project	108.6		108.6	10
4	4	PHD	Ekaterra, Autodesk, Therabody	63.3		63.3	11
5	5	Wavemaker	Leapmotor, Under Armour (ecommerce), Evereden (Social KOL), Cindy Chao	72.0	World Gold Council	53.1	22
6	6	OMD	Huaxizi, Estee Lauder Companies - Aveda Project	33.7		32.4	8
7	7	Havas Media	LKK, Genesis, Noah, Lee Kum Kee	28.5		28.5	4
8	8	dentsu X	Mengniu Digital Media	13.0		13.0	1
9	9	MediaCom	Streamline, Organon, Bright Food, PUBG, Great Wall Auto, Tencent FiT, PUBG/AOV, Gobi, GOBI	4.7		4.7	11
10	10	Initiative	TCL, ESPRIT	3.4		3.4	2
11	13	Essence	Liby	3.3		3.3	1
12	11	Spark Foundry	HONOR	1.3		1.3	1
13	12	Universal McCann	Dongfeng Yueda Kia Project	0.3		0.3	1
14	14	Carat	L'oreal Travel Retail	1.0		-9.5	1

2022 (Jan-Aug):	546.9	97
2021 (Jan-Aug):	852.4	111
YoY Comparison:	-35.8%	-12.6%

2022 Creative & Media (Jan-Aug)	1,096.4	400
2021 Creative & Media (Jan-Aug)	1,753.9	551
YoY Comparison:	-37.5%	-27.4%

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.