

# 2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

## China / Jan 2023

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RANK THIS Month	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ¥m)	No.of Wins
1	5	BBDO	Roewe, Hisense, China VW Retainer	5.4		5.4	7
2	1	Ogilvy	AIA	3.9		3.9	5
3	6	Dentsu McGarryBowen	Auto Client	0.9		0.9	1
					2023 (Jan):	9.6	13
					2022 (Jan):	110.4	56
					YoY Comparison:	-91.3%	-76.8%



## 2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

### China / Jan 2023

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	7	Wavemaker	KIA, China UnionPay (Planning), Suning Epin (Social Commerce)	60.2		60.2	6
2	3	Mindshare	DBS Private Banking, Pearson	46.6		46.6	3
3	10	dentsu X	Tencent IEG, Casetify, Shiseido FTS	15.2		15.2	3
4	16	Carat	Mageline Planning Scope	4.8		4.8	1
5	8	EssenceMediacom	Liby	2.1		2.1	1
					2023 (Jan):	128.9	14
					2022 (Jan):	121.7	7
					YoY Comparison:	6.0%	100.0%

2023 Creative & Media (Jan)	138.5	27
2022 Creative & Media (Jan)	232.0	63
YoY Comparison:	-40.3%	-57.1%

#### 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 R0I.