



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	1	Ogilvy	MSD Project, Ralph Lauren Project, OPPO Project	158.9		158.9	98	
2	2	MSL	Technology Client	112.8		112.8	103	
3	4	BBDO	Caltrate, Pepsi Bring Happiness Home , Concordia	73.8		73.8	33	
4	3	Dentsu McGarryBowen	Global Pharmaceutical brand Projects, Domestic FMCG brand,	72.8		72.8	25	
5	6	IDC Creations Production Studio	Luxury Goods Client	61.6		61.6	57	
6	5	VMLY&R	EGO, Yonghui, Huawei, Xiaomi Project	57.8		57.8	38	
7	7	Prodigious	Club Med Project, Heineken Brouwerijen B.V. Project, Nippon	40.2		40.2	42	
8	8	Grey Group	Beiwei 47 Project, Beiwei 47 Project, Chanel Project	36.1		36.1	17	
9	15	Wieden & Kennedy	Casio G Shock, Chobani, Moncler	32.6		32.6	4	
10	9	Publicis Worldwide	Beverages Client	25.4		25.4	9	
11	10	McCann WorldGroup	General Motors, Universal Beijing Project	22.1		22.1	8	
12	12	Digitas	Crocs Project	21.5		21.5	16	
13	11	Havas Worldwide	YILI GROUP Project, ALIBABA, DeRUCCI Project	20.9		20.9	7	
14	14	Saatchi & Saatchi	BASF SE Project, Cathay Pacific Airways Ltd Project, Danone	15.3		15.3	19	
15	13	Wiredcraft	FMCG Client	14.6		14.6	15	
16	16	Leo Burnett	FMCG Client	8.8		8.8	7	
17	17	G4 Advertising	Technology Client	8.8		8.8	9	
18	18	MetaDesign	Auto Client	4.2		4.2	7	
19	19	R/GA	Bacardi, Unity	2.6		2.6	2	
20	20	TBWA	BMW	2.6		2.6	1	
						2023 (Jan-Oct):	790.4	524
						2022 (Jan-Oct):	935.2	497
						YoY Comparison:	-15.5%	5.4%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Oct 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	1	Mindshare	Blackmore Project, Godiva, Snow Beer	264.1		264.1	23
2	2	Wavemaker	Prada, Lixiang, Fotile Project, Feihe (Social) Project, Ecovacs Robotics	195.1		195.1	19
3	3	Zenith	FMCG Client	93.6		93.6	6
4	4	Carat	Mengniu, Amore Pacific, Tourism and Events Queensland, Stokke	87.2		87.2	5
5	5	Initiative	Hearts on Fire Project, Sinopharm Project, Universal Beijing Resorts	19.9		19.9	4
6	6	dentsu X	Tencent IEG, Casetify, Shiseido FTS	15.2		15.2	3
7	9	Digitas	Danone Nutricia Early Life Nutrition Project, Fortrea Pharmaceutical	13.4		13.4	13
8	7	Havas Media	Yili - DMP	11.7		11.7	1
9	8	EssenceMediacom	Club Med, Liby Household, Breitling Luxury	11.3		11.3	6
10	11	Spark Foundry	Weilong Foods	10.7		10.7	2
11	10	OMD	VF Corporation, Kenvue (J&J Consumer Health), Estee Lauder	9.6		9.6	4
12	12	PHD	BOGNER	6.5		6.5	1
13	14	Starcom	Harry Winston	4.0		4.0	3
14	13	iProspect	Remy Cointreau	4.0		4.0	1
15	15	Universal McCann		0.0	VF Corporation	-2.4	0

2023 (Jan-Oct):	744.1	91
2022 (Jan-Oct):	683.5	121
YoY Comparison:	8.9%	-24.8%

2023 Creative & Media (Jan-Oct)	1,534.5	615
2022 Creative & Media (Jan-Oct)	1,618.6	618
YoY Comparison:	-5.2%	-0.5%

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 Jun keting ROI.