

2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jun 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ¥ m)	No.of Wins
1	1	Ogilvy	New Higher Education Group, Johnson & Johnson	110.1		106.7	59
2	2	BBDO	Brown brothers, Seres AITO (Huawei AUTO), HuaXI Zi Project,	63.9		63.9	16
3	3	MSL	Confidential Client	48.9		48.9	25
4	4	VML	RealBio Technology,	19.9		19.9	22
5	5	Dentsu McGarryBowen	CPG Client	19.6		19.6	15
6	6	Leo Burnett	Confidential Client	16.3		16.3	5
7	7	Publicis Worldwide	Nutricia Project, Zhonghong Bioengineering Co.,Ltd.	15.7		15.7	8
8	8	Grey Group	CHANEL Project, Haleon Project	13.7		13.7	5
9	9	ВВН	Confidential Client	13.0		13.0	1
10	10	IDC Creations Production Studio	Confidential Client	10.4		10.4	8
11	11	Prodigious	BOSE CORPORATION Project, CHARLOTTE TILBURY BEAUTY LTD	9.8		9.8	5
12	12	Digitas	Huawei China Project, Lee Kum Kee Project	9.8		9.8	3
13	13	Saatchi & Saatchi	Confidential Client	9.8		9.8	5
14	14	G4 Advertising	Confidential Client	6.5		6.5	3
15	15	MetaDesign	Confidential Client	3.9		3.9	2
16	16	MullenLowe Group	Diageo Tequila, Hongene Biotech, Johnnie Walker	1.8		1.8	3

2024 (Jan-Jun): 365.6 185 2023 (Jan-Jun): 337.7 173 YoY Comparison: 8.3% 6.9%

1



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jun 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ¥ m)	No.of Wins
1	-	Publicis Media	Yum Brands	130.4		130.4	1
2	1	Wavemaker	TCL, KEEP, Cindy Chao, FOTILE (Performance)	120.1		120.1	16
3	3	Havas Media	ByteDance, JMC Ford, Florasis (Huaxizi), SAICGM, Amore Pacific,	21.9		21.9	6
4	7	OMD	Opella (Sanofi CHC), Chantecaille, Japan Yakult	3.8		3.8	4
5	4	Zenith	Auto Client	2.9		2.9	3
6	5	PHD	Singapore Airlines, SAIC Volkswagen	2.9		2.9	2
7	6	Starcom	CPG Client	1.0		1.0	1
8	10	Initiative	PopMart	1.0		1.0	1
9	2	Mindshare	Qualcomm, TCL, Heytea Project, Haidilao, Lincoln & Ford, BIOSTIME	93.3	Yum Brands	(37.2)	7
					2024 (Jan-Jun)	246.9	41
					2024 (Jan-Jun):	246.9	41.
					2023 (Jan-Jun):	547.7	57
					YoY Comparison:	-54.9%	-28.1%
					2024 Creative & Media (Jan-Jun):	612.5	226
					2023 Creative & Media (Jan-Jun):	885.4	230
					YoY Comparison:	-30.8%	-1.7%
METHODOLOGY							

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 Junketing R0I.

2