

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / May 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	$\begin{array}{c} \textbf{ESTIMATED YTD} \\ \textbf{WIN REVENUE} \\ \textbf{(RMB } \textbf{Y} \textbf{m)} \end{array}$	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB \(\cdot\) m)	No.of Wins
1	1	Ogilvy	Dongpeng Group, Merz	170.4		169.8	116
2	2	Wunderman Thompson	FMCG Client	70.7		70.7	39
3	4	McCann WorldGroup	NesCafe Project, China Duty Free Project, Innocent Project	55.9		55.9	20
4	3	VMLY&R	Mondelez, TCL Project	38.2		38.2	2
5	5	BBDO	Aston Martin, ABI - Harbin Beer Project, Yili Dairy	25.9		25.9	18
6	6	Grey Group	Arrawanna Project, Warner Bros	23.7		23.7	5
7	7	Isobar	Standard Foods Project, Mary Kay	15.7		15.7	5
8	8	Dentsu McGarryBowen	JunLeBao Dairy Industry, SAIC Mortor, Shiseido	14.8		14.8	4
9	22	R/GA	GM (Luxury Division)	8.2		8.2	2
10	9	Havas Worldwide	Wheelock Properties (Hong Kong) Limited Project	2.6		2.6	1
11	10	DDB	Hennessy GTR MP (SOT Campaign) Project	0.7		0.7	1
					2022 (Jan-May):	426.0	213

2022 (Jan-May): 426.0 213
2021 (Jan-May): 626.8 299
YoY Comparison: -32.0% -28.8%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / May 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	$\begin{array}{c} \textbf{ESTIMATED YTD} \\ \textbf{WIN REVENUE} \\ \textbf{(RMB } \textbf{Y} \textbf{m)} \end{array}$	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB \(\frac{1}{2}\) m)	No.of Wins
1	11	Zenith	PepsiCo	130.4		130.4	1
2	3	Wavemaker	Guangfa Bank , PTAC, Meituan, Epson - Printer, Versace	62.0	World Gold Council	44.1	17
3	2	PHD	Saic Roewe, World Gold Council	43.7		43.7	6
4	5	Mindshare	China Sports Lottery AOR - Planning, Xiao Xiniu, Dyson, Hoya,	163.0	PepsiCo	32.5	17
5	4	OMD	Yili, Shinho Food, Frieslandcampina, Levi's, Estee Lauder Companies	28.7		28.7	5
6	6	Havas Media	Genesis, Noah	22.5		22.5	2
7	7	dentsu X	Mengniu Digital Media	13.0		13.0	1
8	8	MediaCom	PUBG, Great Wall Auto, Tencent FiT, PUBG/AOV, Gobi, GOBI	1.7		1.7	8
9	9	Carat	L'oreal Travel Retail	1.0		1.0	1
10	10	Universal McCann	Dongfeng Yueda Kia Project	0.3		0.3	1
					2022 (Jan-May):	318.0	59
					2021 (Jan-May):	458.3	71
					YoY Comparison:	-30.6%	-16.9%
					2022 Creative & Media (Jan-May)	744.0	272
					2021 Creative & Media (Jan-May)	1,085.1	370

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.

YoY Comparison: