



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jun 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	China Welfare Lottery, Dulwich College, Coca-Cola Company	191.9		191.2	134
2	2	Wunderman Thompson	FMCG Client	70.7		70.7	39
3	3	McCann WorldGroup	Jack Wolfskin Project, Dyson Project, NEOM Project	63.0		63.0	23
4	4	VMLY&R	Mondelez, TCL Project	38.2		38.2	2
5	5	BBDO	Pepsi Project , Aston Martin, ABI - Harbin Beer Project, Yili Dairy	26.1		26.1	19
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	9	R/GA	GM (Luxury Division)	8.2		8.2	2
10	18	Prodigious	Compagnie Financiere Richemont Project	5.9		5.9	3
11	11	DDB	Hennessy GTR MP (SOT Campaign) Project	5.0		5.0	6
12	10	Havas Worldwide	Wheelock Properties (Hong Kong) Limited Project	2.6		2.6	1
13	13	Leo Burnett	Confidential	2.0		2.0	1
14	14	Saatchi & Saatchi	Financial Client	2.0		2.0	1
15	16	BBH	Moonton Technology Co. Ltd. Project	2.0		2.0	1
16		MetaDesign	ARCFOX Project	2.0		2.0	1

2022 (Jan-Jun):	472.8	247
2021 (Jan-Jun):	815.5	384
YoY Comparison:	-42.0%	-35.7%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jun 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	4	Mindshare	Master Kong, Heineken Planning, Bosideng Project - Planning	237.6	PepsiCo	107.2	20
3	3	PHD	Vitasoy, Didi, Saic Roewe, World Gold Council	61.3		61.3	8
4	2	Wavemaker	Under Armour (ecommerce), Evereden (Social KOL), Cindy Chao	67.1	World Gold Council	48.2	21
5	5	OMD	Jianlibao, Yili, Shinho Food, Frieslandcampina, Levi's, Estee Lauder Companies	28.8		28.8	6
6	6	Havas Media	LKK, Genesis, Noah	24.0		24.0	3
7	7	dentsu X	Mengniu Digital Media	13.0		13.0	1
8	8	MediaCom	Organon, Bright Food, PUBG, Great Wall Auto, Tencent FIT, PUBG/AOV, Cobi, CORL	4.4		4.4	10
9	13	Initiative	TCL, ESPRIT	3.4		3.4	2
10	12	Starcom	Rolex Project	1.6		1.6	1
11	10	Universal McCann	Dongfeng Yueda Kia Project	0.3		0.3	1

2022 (Jan-Jun):	414.9	76
2021 (Jan-Jun):	516.8	83
YoY Comparison:	-19.7%	-8.4%

2022 Creative & Media (Jan-Jun)	887.8	323
2021 Creative & Media (Jan-Jun)	1,332.3	467
YoY Comparison:	-33.4%	-30.8%

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 Advertising ROI.