



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	Yadi China, HeYou Hospital, Alibaba	235.8		235.1	168
2	3	Wunderman Thompson	Nestle	109.8		109.8	51
3	2	McCann WorldGroup	TaoBao Project, New South Group Project, MINISO Project, PatPat Project	76.6		76.6	32
4	4	BBDO	Determinant Apperal Project, Bosch Social Corporate Project	68.8		68.8	26
5	5	VMLY&R	Mondelez, TCL Project	38.2		38.2	2
6	6	Grey Group	Arrawanna Project, Warner Bros	23.7		23.7	5
7	7	Saatchi & Saatchi	Financial Client	16.3		16.3	12
8	8	Isobar	Standard Foods Project, Mary Kay	15.7		15.7	5
9	9	Dentsu McGarryBowen	JunLeBao Dairy Industry, SAIC Mortor, Shiseido	14.8		14.8	4
10	10	Publicis Worldwide	Hyproca Bio Technology Co. Ltd.	13.0		13.0	9
11	11	Prodigious	Compagnie Financiere Richemont Project	8.5		8.5	5
12	13	DDB	MaoPu (Chinese White Wine) Project, Hennessy GTR MP (SOT Campaign) Project	8.3		8.3	11
13	12	R/GA	GM (Luxury Division)	8.2		8.2	2
14	14	Digitas	China Mobile	6.5		6.5	5
15	15	G4 Advertising	Nongfu Spring Co Ltd Project, Wyeth Nutrition Project	6.5		6.5	5
16	16	Leo Burnett	Confidential	3.3		3.3	2
17	17	BBH	Moonton Technology Co. Ltd. Project	3.3		3.3	2
18	18	MetaDesign	ARCFOX Project	3.3		3.3	2
19	19	Havas Worldwide	Wheelock Properties (Hong Kong) Limited Project	2.6		2.6	1
						2022 (Jan-Sep):	621.0 349
						2021 (Jan-Sep):	1,081.1 502
						YoY Comparison:	-42.6% -30.5%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	2	Mindshare	Guangming (Brand -Zhi You), Japan Airlines, Guangming's Client, Master Kong, Heineken Planning, Bosideng Project - Planning	244.7	PepsiCo	112.9	23
3	3	Starcom	Rolex Project	108.6		108.6	10
4	5	Wavemaker	Prada, American Express, Leapmotor, Under Armour (ecommerce), Evereden (Social KOL), Cindy Chao	85.4	World Gold Council	66.5	24
5	4	PHD	Ekaterina, Autodesk, Therabody	63.3		63.3	11
6	6	OMD	Twinings Tea, Mulberry, BP-petrochina, Huaxizi, Estee Lauder Companies - Aveda Project	35.9		34.6	13
7	7	Havas Media	TE Connectivity, LKK, Genesis, Noah, Lee Kum Kee	29.2		29.2	5
8	9	MediaCom	Bosch, Siemens eCommerce, Duracell Digital, Streamline, Organon, Bright Food	13.5		13.5	13
9	8	dentsu X	Mengniu Digital Media	13.0		13.0	1
10	10	Initiative	TCL, ESPRIT	3.4		3.4	2
11	11	Essence	Liby	3.3		3.3	1
12	12	Spark Foundry	HONOR	1.3		1.3	1
13	13	Universal McCann	Dongfeng Yueda Kia Project	0.3		0.3	1
14	14	Carat	L'oreal Travel Retail	1.0		-9.5	1

2022 (Jan-Sep):	572.5	108
2021 (Jan-Sep):	988.1	133
YoY Comparison:	-42.1%	-18.8%

2022 Creative & Media (Jan-Sep)	1,193.6	457
2021 Creative & Media (Jan-Sep)	2,069.2	635
YoY Comparison:	-42.3%	-28.0%

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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 ROI.