

# AGENCY FAMILY TREE

2014  
CHINA

196,210 LOCAL AGENCIES  
(RMB 18,713 M revenue)

250 MULTINATIONAL AGENCIES  
(RMB 18,579 M revenue)

## + BEIJING

NO of Agencies: 13,716  
2013 Revenue Estimate: RMB 3,937 M

### CREATIVE

+ BAC, DMG, Jiuyi, O&R, 180 China, Think3, Orange, Intercom, Bang, Feng's/Ribo, Holy Sun Fire, ShiPang, Sun&Sun Branding, Boda Siyuan, Dongdao

### MEDIA

+ Charm, Avic Culture, CTV Golden Bridge, VisonCN, Walk-on, INLY, Vision China Media, Air Media, Beijing Capital Airport Ad, Future Ad, Womei, Beijing Public Traffic Ad, CMM, Zhongjie Feibo, Beijing Bus Media

### DIGITAL

+ Hylink, Tensyn, CIG, Yoyi, EMAR, Fractalist, iMobile, Adsage, CubeAD, Dratio, Net Media Group, Socialab, China Focus Interactive, BeilianeC, Limei

### OTHERS

+ Kingway, GCS, Linksus, Mediact Interactive Group, Trends.cn, D&S, NTI, eVision, High Team, HRH Communications Group Keypoint, Across China, Movershakers, Spearhead

## + SHANGHAI

NO of Agencies: 37,137  
2013 Revenue Estimate: RMB 3,013 M

### CREATIVE

+ Shanghai Art Designing, 4space, Lam, WE Marketing, Allied-ad, EXIS China, Meikao, Datong Ad, Lino, H-Vision, Bamboo, Unigroup, Come True, Hua Yu Hua, Focus Ad

### MEDIA

+ Xin Yun, Gong Jiao, OBM Group, Jansen, Focus Media, Di'an, CES Media, Ya Shi Wei, Da Zhong, Zhong Shi, Shanghai Zhongrun Jiefang, Shanghai Qixing Media, Shanghai Dianguang, Lian Zhong, Xin Min

### DIGITAL

+ Allies, AdChina, Adsame, Energy Source, Darwin Marketing, Mind Unique, Ad Focus, Web Power, Abridge, ECOMHO, iMAG Interactive, Avazu Inc, ShowOne, Vgo, web2asia

### OTHERS

+ @PR, Max PR, Red bridge, Experiential Marketing China, WTM, Mecool, Leadinfo, APAX Group, Butterfly PR, Angtian Ad, Top Solutions, BTL, SMS, iPlus, BEON China, Yunchee

## + GUANGDONG

NO of Agencies: 19,549  
2013 Revenue Estimate: RMB 2,013 M

### CREATIVE

+ Himalayas, CC&E, Yin Xiang Ad, Black Horse Ad, See Top Creative, GDAD, TEAM, Guangzhou JinyanDaguan, Tohoo, Cheng Bang Ad, Civic Ad, MCCN, Creative Source Ad(CS), Golden Greatwall, CAN Ad

### MEDIA

+ New Year, Fenghuang Chuanshuo, Blue Flame, 3V Media, PursueCommunication, Ad Nature, Long Hao Media, Rituang Ad, Baiyun Ad, Dragon Advertising Lti, Guangzhou, Dragon-Ad, Metro Yongtong, Jin Shi, Green Apple, Haiwang Ad

### DIGITAL

+ Team Top, MailTech, D&C, Mix-Media, Bosai Marketing, E-link Pacific, Guangfan, Wei Qian Mobile, Newtown, Youmi, Zhidian, YOUTOP, Excellent & Advertising, Uni-Digital, Winkee

### OTHERS

+ Hans PR, Wendy PR, Point. PR, Attention PR, Aosi, Fengse China

## + SICHUAN

NO of Agencies: 5,524  
2013 Revenue Estimate: RMB 524 M

### CREATIVE

+ Blackant, CMMC AD, Hai Kun Communication, Laber, Sunfire, SZ4C, Tian Yuan Brand Creative, Unite, Wisdom, Bsnia, CTOP, Jian Ying, Rightol, Southwest international Ad, Wei Lan Ad

### MEDIA

+ B-ray Media, Cheng Cheng Ad, Chengdu Jingdian Shixian, Chuan Yang Ad, Creation zone, eastern campus, Hongya, link ideas, Mingpai Ad, Mingxi Group, New Modern Times, SEPROU, Si Nan Group, TSM's Holding subsidiaries, YOHO

### DIGITAL

+ TTYT, 95 JOVO, RUEI, Sicent, Redfox, 9.S.N, Deep Way, Full Network Marketing, Hot Infinite, Top Interaction

### OTHERS

+ CDHWPR, CDSS PR, Hantang, Lyceum, MOZI, NDPR, Yu Xiu PR, Xuanya mastermind, Yi Feng PR, Yuan Chuang PR, Freedom Idea

## METHODOLOGY

> All information here is sourced from multinational holding companies, the China Advertising Association and R3 desk research.

> All Multinational Holding Group Revenues are based on 2012 Annual Report information for Asia Pacific, recalculated by R3 for Mainland China as 2013 estimates.

> All Local Agency Revenues are based on China Advertising Association published information.

## + CHINA EAST

2013 Revenue Estimate: RMB 3,218 M

### + JIANGSU

NO of Agencies: 12,386

Reeeye, Nanjing Ad, Radi, J&J Intelligence Group, Easyads, La Feng Media, DHA Group, Pga-sip, Silverapple, Shi Chuang Ad, Nanjing MPI, Huajian Media, Jin Ding Ad, Carnation Media, Wonderful100 Ad, T.C. Brand Design, Cxeye, Guo Guang Ad, Hunter Group, Long Xi Media, Sheng Hui Media, Yong Da Outdoor Media

### + ZHEJIANG

NO of Agencies: 12,315

Botong, Zcidea, Yun Chuang, Shi Tian, Bluesky Ad, DCC Brand, Lan Long, Zero Ad, Silver Horse Ad, Vetime, Shang Hua, Myoung, expressway Ad, Simei Media, Friend Ad, Jia Rui Communication, MeiAh, Focus, Lanjing, Hangzhou Public Traffic Ad, Hesheng Media, bosson, Versatile Ad, Yubao, seozone, Net Volution, Guangnian

### + ANHUI

NO of Agencies: 5,336

Lonking, Top Ad, Nuojin Ad, Chunhua Qiushi, Hefei Yihai, Baibu, Bo Gu Ad, Tengda, Tuoda, Disai Ad, Dianjing Ad, Jin Juan International, Anhui Expressway Media, Bai Ma Ad, Gongjiao Hefei, Heibai Ad, Cornfield, Yuan Fang, Qingquan

## + CHINA SOUTH

2013 Revenue Estimate: RMB 983 M

### + FUJIAN

NO of Agencies: 5,925

Union Media, Xiamen Bomei, Samite Ad, Hamen Ad, Fujian Ad, Xin Si Wei, Aodinghui, u1city, Mail Media, New Handsome Joint Group, Hope, Fujian Dingli Group, Xianhe Ad, Xin Shi Li, Yushang, SINO@RT, Weilian Hudong, Yixiang Hudong, Wisdom Culture

### + GUANGXI

NO of Agencies: 7,044

New Power, Keyand, Letrue, Suntrack, Hao Yu, Xin Rong, Guangxi Ad, Tongzhong Shixian, Yun Ge, Joyou 99, Yu Jing Ad, Non-common Ad, Dianyi Design, Xunlong, Cranberry Marketing Group

### + HAINAN

NO of Agencies: 1,756

Biao Dian Ad, HHAD, Yihuatang Ad, Top Ad, Hei Dian, Leader ZaYan, Bravo Ad, Huayu Media, Huawang Ad, Feiying, White Horse, Hainan Zhongshi, Hi Expressway, Original Beyond

## + CENTRAL CHINA

2013 Revenue Estimate: RMB 841 M

### + HENAN

NO of Agencies: 6,222

Yinuo Design, Dana, Gaobang, Gaoer, God Kindness, Lidaao, Asia's New Media Agency, Henan Shuangbang, Xianhe Ad, Xin Shi Li, Yushang, SINO@RT, Weilian Hudong, Yixiang Hudong, Wisdom Culture

### + HUBEI

NO of Agencies: 4,228

Sigular, ZhuChao Interactive Vision, Matrix Interactive, Tower Ad, Rich, Xinjiyuan Ad, MSUN Ad, Dragon-Horse Ad, Shixing Ad, Hongren Ad, Shangmei Ad, Kaixin Media, Zhongxing Ad, Changlong

### + JIANGXI

NO of Agencies: 3,172

Reapower, Idivs, Shengyang Dongli, Lirui Ad, Shangyuan, Xinyuan, Dahe, HY-Media, Jiangxi Ocean Ad, Decoration, Xingji Ad, Expressway Ad, Jiangxi Xin Ge, Huagan Media

### + HUNAN

NO of Agencies: 4,094

Show-Mind, Lanying, Sunvery, Tongbu Brand Spreading, Tian Ma Ad, Anyway Ad, Shuangbang, Dongwen Newring, Dofor, Mullisen, Bochuang Ad, Lucky Star, Red Sorchum, Bus Advertising Co, Da Qi

## + NORTH EAST

2013 Revenue Estimate: RMB 850 M

### + LIAONING

NO of Agencies: 4,133

Artistic Men Ad, T-Media, RGOAD, Ewei, PPAD, North New Media, Dragon Media, Zhongqinyuan, Shenyang Zhiwei, ZPOD, New Idea, REQM

### + JILIN

NO of Agencies: 2,986

Da Yu, Fenghuang, Saibo, TCGG, Yuanxiang, Zerotion communication, Mayun Culture Transmission, Legend TV, Baihui Ad, Gigo, Jiguang Media, Tianjia Ad

### + HEILONGJIANG

NO of Agencies: 1,927

Sunmoon Ad, Haerbin Bus Media, Aoda, Haerbin JINDA Hanhai Ad, Yang Ming Ad, Tian Si Ad, Guangjiao Ad, Leitang Ad, Hairun Group, Qifeng Media

## + CHINA NORTH

2013 Revenue Estimate: RMB 2,361 M

### + TIANJIN

NO of Agencies: 6,705

Bo Ruo, Shen Du, Sheng Shi Tong Da Ad, Seeder Ad, Shuang Mu Ad, Tian Jian Ad, Fuyuan, Yang Guang Lu Yi Media, Shangding Team, Maihe Ad, Chuan Cheng Ad, Niad Ad

### + SHANDONG

NO of Agencies: 12,052

Hylee, SSSE, Siac, Shine Tone Ad, Jing lun, GAA, Hedui Ad, Qingdao TeamGold, New Air Group, Yidianrong, Qijian Ad, Wuzhou Jiaoshi, Fengmei Ad, Shengyui, Shiji Yangguang, Beyond Media, Aida, Hong Yu, Harvest, Territory Ad, ASHA

### + SHANXI

NO of Agencies: 3,160

Fengse China Media, Dong Dao, Wisebon, Hua Yu, WINS, Xi Yu Ying Xiang Ad, Huatong Media, Taiyuan Join C.E. Ad, Shanxi Expressway Ad, Mido Communication, Yuan Qi Ad

### + HEBEI

NO of Agencies: 6,611

Success Media, Haiyun Culture, Hongshan Ad, Stariver Ad, Spark Media, Yafeng Ad, Xinweiben, Qianxi Lichuan Ad, Xingda, Summit Ad, haimeng, Feitian, Feifan

### + INNER MONGOLIA

NO of Agencies: 3,405

Sunsaar, Xijie, GSANY, Rongsheng, Daziran, Bo Yang, Jialong, Sheng Rong, Jinyangyi, Mengeli, Heng Bao Ad, Feng Shang Culture Media, Jin Mai Culture Media, Kai Si Qi Ad, Xin Yuan Ad

### + SHAANXI

NO of Agencies: 1,759

Adway, Filyera Ad, Jincheng Ad, Mido Communication, Yida Ad, Wisebon, Wo Sen Ad, Xi Yu Ying Xiang Ad, Yuan Qi Ad, Jiumi, Juzhong Media, UME, Great-wall Ad, Trans-media, Da Chao, Silver Style, Shengshi Rongfei, Sha Long, Jin Mai, Tuoyun Media, City Media, Qiancheng Chuangmei, Furun Media, Tongdian Media

## + SOUTHWEST

2013 Revenue Estimate: RMB 546 M

### + CHONGQING

NO of Agencies: 6,702

ZTIDEA, Chongqing Gaoze, campo, Black Chun Ad, Tooge, Dong He Ad, dreamtime, Tangdu Media, Huirong, TOM, Lew Bin, Jieli Ad, JNHT ad group, NOVOER, Xunshi, Zhibo, SPACE&LAND, SUNSHINE PR, Leading Media, zhengdian, B&W Media, Winners, Starry Entertainment Media

### + YUNNAN

NO of Agencies: 3,561

Beyond, DYA, Hai Yida Ad, Moua Image, Diwo Ad, Yantushisu Media, Xing Rui Cheng Ad, Youshi, Colourful, Bositang, Da Hao

### + GUIZHOU

NO of Agencies: 1,824

High-speed Ad, Qi Qi Media, Yuanqi Ad, Transmind, Yi Fang Ad, Qiankun on Ad, Xiahao, Yi Dian Ad

## + NORTHWEST

2013 Revenue Estimate: RMB 427 M

### + XINJIANG

NO of Agencies: 6,339

Licheng Guangyin, Jin Diao Ad, Prana, Xinyi Ad, Bai Long, Xing Chen, Tiansheng, Hualing, Lvzhou, Xin Chu, Hei Yanjing, Ying Mingtian

### + GANSU

NO of Agencies: 2,452

Ling Xin Ad, Shang Jia Ad, Jiu Xiang, Lanzhou Phoenix, Shiji Huihuang, Jin Liu Ad, Qun In

### + QINGHAI

NO of Agencies: 610

Fei Tian Ad, Yasoo, Guan Tang Ad, Shizheng, Lianchuang, Geemu, Xining Cao Tang, Bo Da, Ling Dian, Feng Yun, Screen Culture, Remy, Dongkai

### + NINGXIA

NO of Agencies: 1,948

Bing Hua Shi Ji Ad, Bo Ya Ad, Hong Qiang, Jiu Se Lu Ad, Ding Dian, Satan, Da Ming, Hei Ma, Lan Ping, Fang Jing, Leader, Shi Dian, Xing Di, Tu Teng, Dejia Media, Ningguang Media

### + TIBET

NO of Agencies: 550

Chong Ji Li Media, Chuang Ji Ad, Nan Fang Ad, Dadao, Starting Point, GAAC, Guoji Tiyu Lyouu, Shi Guang

## + WPP

2013 Revenue Estimate: RMB 6,586 M

**Ogilvy Group:** Ogilvy & Mather Advertising, OgilvyOne, Ogilvy Public Relations Worldwide, Evison, H-Line, Ogilvy Common Health, Neo@Ogilvy, Ogilvy Soho Square, Social@Ogilvy, RedWorks, Bates CHI & Partners, Bates CHI & Methinks, Geometry, Yindu Ogilvy, Effort **Y&R Group:** Y&R, Iconmobile, LabStore, Wunderman, Agenda, AdPeople, VML IM2.0 Landor Associates, Sudler & Hennessey, Burson-Marsteller, Cohn & Wolfe, Dentsu Y&R **JWT:** JWT, Always Field Marketing, Smollen China  
**Grey Group:** Grey, G2 Star Echo, Grey DPI, ArtM Communications Group (China)  
**GroupM:** Mindshare, MediaCom, Maxus, MEC, Xaxis  
**Tenth Avenue:** Kinetic, mJoule  
**Kantar Group:** Kantar Retail, Kantar Health, Kantar Worldpanel, Kantar Media, TNS, TNS Research International, Sinotrust, TNS Zdology, CSM Media Research, CTR Market Research, Oracle Added Value, Millward Brown, Moment Systems, CIC  
**Others:** Hill+Knowlton Strategies, The Brand Union, Fitch, POSSIBLE, AKQA  
**Investments:** HDT, InGame Ad  
**Association:** Asatsu-DK, Shanghai Advertising

## + PUBLICIS

2013 Revenue Estimate: RMB 2,927 M

**Publicis Advertising:** Publicis Advertising, Publicis Dialog, Publicis Betterway, Publicis Modem (Wangfan), Publicis G4 China  
**Saatchi & Saatchi:** Saatchi & Saatchi, Saatchi & Saatchi X, Saatchi LAB  
**Leo Burnett:** Leo Burnett Shanghai, Leo Burnett Beijing, Arc, EmporioAsia  
**BBH:** BBH  
**Vivaki:** SMG, Starcom, MediaVest, ZenithOptimedia, Zenith, Optimedia, Zed Digital, Digitas LBI, Razorfish, Razorfish Longtuo, Vivaki Exchange  
**MS&L Group:** MS&L, Genedigi, Emotion, King Harvests, Publicis Events  
**Others:** Communication Central Group  
**Publicis Healthcare:** Dreams, Saatchi & Saatchi Healthcare, UBS Saatchi & Saatchi Health

## + DENTSU AEGIS NETWORK

2013 Revenue Estimate: RMB 2,448 M

**Dentsu:** Beijing Dentsu Advertising, Dentsu Hong Kong, Dentsu Taiwan, Brandmax, &c.  
**Dentsu Young & Rubicam,** Dentsu TOP, Beijing Oriental Rihai Advertising, Dentsu Media, Dentsu McGarry Bowen Shanghai, Media Palette Taiwan, Sinomonitor International, Dentsu Tec Beijing Advertising, Dentsu BlueFocus Public Relations Consulting  
**Aegis Media:** Carat, Vizeum, Catchstone, WonderAD  
**Isobar:** Isobar, OMP, elink, Verawom, Trio isobar  
**IProspect China:** Adsit, Pzoom  
**Posterscope:** Heartland Media

## + OMNICO

2013 Revenue Estimate: RMB 1,839 M

**DDB:** DDB China, DDB Guoan, RAPP, Tribal DDB, Live, Interbrand  
**BDDO:** BDDO, Energy BDDO, Proximity, Proximity Live, Shunya  
**TBWA:** TBWA, BEING, eGraphics, TBWA\Hakuhodo, Tequila, Auditoire, Integer, DAN  
**OMG:** OMD, PHD, NIM, M2M  
**DAS Global:** Fleishman-Hillard, Blue Current, Ketchum, Kreab Gavin Anderson, Siegel+Gale, Wolff Olins, CPM, TRO, Sales Power / Cosign, Consultech, Adelphi Consultech, Jigsaw Hall&Partners, Flamingo, GMR Live, Doremus, Bernard Hodes, AMCI

## + IPG

2013 Revenue Estimate: RMB 805 M

**McCann Worldwide:** McCann Erickson, MRM, Momentum, FutureBrand, Weber Shandwick, McCann Healthcare  
**FCB:** FCB  
**Lowe:** Lowe, Open  
**Mediabrand:** Universal McCann, Initiative  
**Others:** GolinHarris, Jack Morton, Octagon

## + IPSOS

2013 Revenue Estimate: RMB 696 M

**Synovate**  
**Ipsos:** Ipsos Marketing, Ipsos ASI, Ipsos Satisfaction & Loyalty, Ipsos Public Affairs, Ipsos MediaCT, Ipsos Observer

## + CHEIL WORLDWIDE

2013 Revenue Estimate: RMB 609 M

**Cheil Greater China:** Cheil China, Cheil OpenTide, Bravoasia

## + BLUEFOCUS

2013 Revenue Estimate: RMB 448 M

**BlueFocus Digital:** Blue Digital, Phlucny  
**BlueFocus PR:** Dentsu BlueFocus, Insight PR Consulting, Blue Strategy, BestChoice Business Consulting, BlueFocus Communications Group of America,  
**BlueFocus Advertising:** Kingo Advertising, Bojie Media, Eyes Media, SNK  
**Others:** Lantern, Financial PR, Aries PR, DT Communications, Huntsworth

## + HAKUHODO

2013 Revenue Estimate: RMB 342 M

**Hakuhodo:** Shanghai Hakuhodo, Beijing Hakuhodo, Beijing Delphys Hakuhodo, Hakuhodo Communication Partners Advertising(Shanghai), Guangdong GDAD-Hakuhodo, TBWA\HAKUHODO China, Guangdong GDAD Delphys Hakuhodo, Shanghai Advertising, Hakuhodo Institute of Life and Living Shanghai, Hakuhodo Hong Kong, Taiwan Hakuhodo Media

## + HAVAS

2013 Revenue Estimate: RMB 186 M

**Havas Worldwide:** Havas Worldwide, Havas PR, Havas Health, Havas Digital  
**Havas Media Group:** Havas Media, Ignition  
**Arnold Worldwide:** Arnold Worldwide

**ADK** 2013 Revenue Estimate: RMB 195 M

**ADK:** Huawen-Asatsu, Tie Xu, Beijing Dongfang Sanmeng, Asatsu Century, Shanghai Asatsu, Asatsu (Shanghai) Exposition & Advertising Co., Ltd. Guangdong Guangxu (Asatsu) Advertising Co., Ltd. IMM-Beijing

**EDELMAN** 2013 Revenue Estimate: RMB 170 M

**Edelman:** Zeno  
**Pegasus Communications**

**WIEDEN + KENNEDY** 2013 Revenue Estimate: RMB 162 M

**RUDER FINN** 2013 Revenue Estimate: RMB 140 M

**ACXION** 2013 Revenue Estimate: RMB 133 M

**NEXT FIFTEEN** 2013 Revenue Estimate: RMB 122 M

**Bite Communications**  
**Text 100**

**EPSILON** 2013 Revenue Estimate: RMB 90 M

**APCO** 2013 Revenue Estimate: RMB 87 M

**SAPIENT NITRO** 2013 Revenue Estimate: RMB 83 M

**INNOCEAN** 2013 Revenue Estimate: RMB 83 M

**M&C SAATCHI** 2013 Revenue Estimate: RMB 64 M

**ENGINE** 2013 Revenue Estimate: RMB 55 M

**Engine:** Calling, DeepFocus, Deep Focus/FlipScript, DNA, MHP Hongkong (The Consultancy)

**ICLP** 2013 Revenue Estimate: RMB 51 M

**CARLSON MARKETING GROUP** 2013 Revenue Estimate: RMB 51 M

**HUNTSWORTH** 2013 Revenue Estimate: RMB 48 M

**RACEPOINT** 2013 Revenue Estimate: RMB 48 M

**PPR**

**WAGGENER EDSTROM** 2013 Revenue Estimate: RMB 42 M

**LEAGAS DELANEY** 2013 Revenue Estimate: RMB 35 M

**THE HOFFMAN AGENCY** 2013 Revenue Estimate: RMB 34 M

R3: 胜三

www.r3ww.com



# 中国广告代理商

**250 家跨国广告代理商**  
(总收入 18,579 百万人民币)

## + 黑龙江

日月地产, 哈尔滨公交车, 哈尔滨奥达, 金达瀚海广告,  
扬名广告, 天骊广告, 广角广告, 雷霆广告  
哈尔滨海润国际广告, 琦峰传媒

+ 西藏

宁夏  
广告代理商总数：1,948

2013年预计收入：186（人民币：百万）

**恒美集团:** 恒美, DDB中国, 宏略, Tribal DBB, Live, 国际品牌

**天联:** 天联, Engage BBDO, 天时, 天高广告, 宣亚广告

**腾达集团:** 腾达, BEING, eGraphics, 天博广告, Tequila, Auditoire, Integer, DAN

**宏盟媒体:** 浩腾媒体, PHD, 网达, M2M

**其他:** 瑞幸广告, Blue Current, 凯旋安达, 凯睿安达, 思睿高, Wolff Olins, CPM, TRO, AMCI  
慕志博尔 / Cosign, 康斯, 天捷康斯, 吉莱尔商务咨询, 创明鸟, GMR Live, Doremus, 霍迪思

**蓝标数字:** 蓝标数字, 美广互动  
**蓝标公关:** 电通蓝标, 智扬公关, 蓝色方略, 博思瀚扬, 美国蓝标传播集团  
**蓝标广告:** 今久广告, 博泰传媒, 精准阳光, 思恩客广告  
**协作机构:** 灯笼, 金融公关, Aries PR, 殿堂公关, Huntsworth

**博报堂：**上海博报堂，北京代思博报堂，广东省广博报堂，天联博报堂，北京博报堂，上海广告，博报堂创意广告(上海)，广东省广代思博报堂，博报堂生活综研，博报堂香港，台湾博报堂媒体

**汉威士环球:** 汉威士环球, 汉威士公关, 汉威士医疗, 汉威士互动  
**汉威士媒体:** 汉威士媒体, Ignition  
**阿诺德环球:** 阿诺德环球

霍夫曼公关 2013年预计收入：34（人民币：百万）

**R3: 胜三**  
www.r3ww.com