

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Apr 2015

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	2	Ogilvy	Dior Homme Project, Shing Kong Place, Yuwell Project	90.49		90.49	37
2	1	McCann WorldGroup	Shanghai Happy Valley Project, Nippon Project, Bailian Group	74.08	Finance Client	69.40	33
3	3	BBDO	Spritzer, Johnnie Walker Blue Label, Wrigley(digital)	56.79		56.79	13
4	7	Dentsu	HMCI Project, Dongfeng Honda(ELYSION) Project	50.24	FMCG Client	40.88	9
5	4	DDB	Qualcomm, Midea Aircon, Alipay Project, Jin Longyu Project	26.52		26.52	8
6	6	Publicis	Inoherb Project, Huawei Project, Tencent Project	38.72	Tu Niu	24.87	23
7	5	JWT	China Construction Bank, Union Pay, Bayer, Treasury Wine, Kapal Aai	25.58	Friso Infant Milk Project	24.68	14
8	8	Lowe	Buick D-Car, Anta Sportswear, Unilever Food Solutions Project	22.78		22.78	6
9	11	Saatchi & Saatchi	Acer, Geely Car	15.60		15.60	2
10	9	Grey Group	Unilever Project, ABI-Budweiser Project, Dell Project	8.55		8.55	8
11	10	TBWA	Twinings, Jaguar Land Rover Project	5.27		5.27	4
12=	12=	SapientNitro	Hennessy Brand	4.99		4.99	2
12=	12=	M&C Saatchi	Tmall.com, Kungfu Quick Service Restaurant	4.99		4.99	2
14	15=	FCB		0.00		0.00	0
15	15=	Bates		0.00		0.00	0
16	15=	Wieden & Kennedy		0.00		0.00	0
17	15=	Iris		0.00		0.00	0
18	15=	Havas Worldwide		0.00		0.00	0
19	20	Y&R		0.00	Land Rover	-1.87	0
20	14	Leo Burnett	Uni-President Project	6.43	Anta Sportswear	-2.93	2
21	21	BBH		0.00	Qoros Project	-23.46	0
						367.5	163

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 2015

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	OMD	Dongfeng Renault,Yili, Tourism Victoria	71.0		70.96	4
2	2	Carat	Allergan APAC, You Xin Pai(Buying), Zwilling(Search)	68.5	Semir	67.67	37
3	7	Mindshare	Pepsi Project, Volvo (digital), Magic Masks	23.4		23.40	4
4	4	ZenithOptimedia	Union Pay, Xiwang, Siemens Home Appliances, China Mobile (digital)	24.8	Magic Masks	23.22	10
5	3	Havas Media	Sotheby, Dubai Tourism, AIA Insurance	40.9	Snow Bear	22.94	11
6	6	Dentsu Media	Dongfeng Honda ELYSION, FAW Tianjin, JNTO	16.7		16.68	12
7	5	MEC	PingAn(Digital & Performance), IWJW(Digital), UBER(Digital)	16.1		16.07	6
8	10=	Starcom MediaVest	Cestbon	9.4		9.36	1
9	9	MediaCom	Subway, Hua Yin, Yao, GSK Digital, NBC Universal	9.1		9.11	6
10	8	PHD	SC Johnson(Planning), Unilever(Search)	6.7	Transitions	5.77	2
11	10=	Initiative		0.0		0.00	0
12	12	Universal McCann	Bailian Group, Semir, English First	1.2	Subway	-2.50	4
13	13	Maxus	Subaru	0.9	SC Johnson(Planning)	-5.30	1
14	14	Vizeum	Panasonic, Jinmailang Products	4.2	AXA Tianping Auto Insurance	-23.63	3
						233.7	101

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 months using data supplied by 26 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 marketing ROI for clients across the region.

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