R3 : 胜三

CREATIVE AGENCIES NEW BUSINESS LEAGUE

China/ June 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB ￥m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ￥m)
1	1	Ogilvy	Cross Gate Project, Old Navy, Samsonite, Herborist	129.69	Johnny Walker Digital	117.09
2	2	McCann WorldGroup	Taobao, Heineken Project, Godiva, Hsu Fu Chi Food	107.26	San Miguel	107.26
3	3	Dentsu	GTMC Project, Bridgestone Project, Guangfa Band Project	35.62		29.32
4	4	JWT	COFCO Jindi, Dongeejiao Taohuaji, AIG, New Balance, CLP Group Project	24.03		24.03
5	5	Saatchi & Saatchi	Volkswagen, Swire Property, San Miguel	21.37		21.37
6	6	DDB	PPTV Project, Bentley Creative, Tsingtao Beer	26.49	Volkswagen (Some Brands)	13.89
7	7	Lowe	Arda Kitchen Appliances, HNA Group, Anta Kids	11.97		11.97
8	8	Publicis	Intel Embedded System，Master Kong (biscuits & cookies)	25.83	FMCG Client	6.60
9	14	M&C Saatchi	Microsoft Store Project, Cetaphil & Loceryl, Sony China Project	5.92		5.92
10	9	BBDO	Merck Clarityne, Choi Tai Fook & Platinum Project, BandAid Project	5.67		5.67
11	10	Leo Burnett	Yili (Pureday Yogurt & Da Guo Li Yogurt)	4.98		4.98
12	11	SapientNitro	MetLife, Citibank Project	4.91		4.91
13	12	Y&R	Johnny Walker Digital	6.49	Microsoft CRM	4.60
14	13	TBWA	METRO Project, Oldenburger Project	5.51	Tsingtao Beer	3.15
15	16=	DraftFCB	Electronic Clients	3.15		3.15
16	15	Grey Group	AB Inbev Project	2.11		2.11
17=	16=	BBH		0.00		0.00
17=	16=	Wieden & Kennedy		0.00		0.00
17=	16=	Iris		0.00		0.00
17=	16=	Bates		0.00		0.00
17=	21	Havas Worldwide	France-Chine(Digital), Mercedes Benz(CRM), Lion Systema, BOC Corporate	25.20	Master Kong (Biscuits & Cookies)	0.00

MEDIA AGENCIES NEW BUSINESS LEAGUE

China/ June 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB ￥m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ￥m)
1	1	Mindshare	Pepsi, L'Oreal China, Volvo	127.58	Glico	118.28
2	2	Carat	Microsoft (SEM), Ping An Insurance Project, Mengniu Project	128.97	Ho Tram Hotel	105.17
3	6	OMD	Coach, Beiersdorf, Yili (TV Buying), Nutricia Early Life Nutrition	85.49	Pepsi	31.94
4	4	ZenithOptimedia	Taiwan Tobacco & Spirits, Sandro Maje Claude Pierlot, Dior(Social)	26.33	Club Med	22.16
5	3	Havas Media	Bausch+Lomb，Kose Project, Taikang Project	21.86		21.86
6	5	PHD	Finance Client	16.54		16.54
7	7	Vizeum	Glico, C&S Electricals	11.62		11.62
8	8	MediaCom	Nissin Fooda, MoMo China	8.98		8.98
9	10	Starcom MediaVest	Asics, Liby Project, Guangzhou Mobile, Quicksilver	7.51		7.51
10	9	Dentsu Media	Auto Client	5.38		5.38
11	11	Initiative	Lindt Project, CPA	0.46		0.46
12	14	MEC	Godiva, Microsoft Store Project, CitiBank (Social)	6.54	Microsoft (B2C)	(5.67)
13	12	Maxus		0.00	Technology Client	(7.67)
14	13	Universal McCann	JH1912 Project, L.A. Tourism Project Regus	0.54	Microsoft (B2B)	(12.06)

The R3 New Business League has been compiled each of the last 142 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.