

CREATIVE AGENCIES NEW BUSINESS LEAGUE

China/ July 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	Hang Lung Properties Project, KSF Project, IELTS Project	140.96	Johnny Walker Digital	128.31
2	2	McCann WorldGroup	Taobao, Heineken Project, Godiva, Hsu Fu Chi Food	111.51	San Miguel	111.51
3	3	Dentsu	Esai, GTMC Project, Bridgestone Project, Guangfa Band Project	35.85		29.55
4	4	JWT	COFCO Jindi, Dongeejiao Taohuaji, AIG, New Balance, CLP Group Project	24.03		24.03
5	12	SapientNitro	MetLife, Citibank Project	23.94		23.94
6	5	Saatchi & Saatchi	Volkswagen, Swire Property, San Miguel	21.37		21.37
7	6	DDB	Tsingtao Beer, VGC Brand (Think Blue and Baseline), COFCO Project	32.16	Volkswagen (Some Brands)	19.56
8	7	Lowe	Arda Kitchen Appliances, HNA Group, Anta Kids	11.97		11.97
9	8	Publicis	Intel Embedded System, Master Kong (biscuits & cookies)	25.83	FMCG Client	6.60
10	9	M&C Saatchi	Microsoft Store Project, Cetaphil & Loceryl, Sony China Project	5.92		5.92
11	10	BBD0	Merck Clarityne, Choi Tai Fook & Platinum Project, BandAid Project	5.67		5.67
12	11	Leo Burnett	Yili (Pureday Yogurt & Da Guo Li Yogurt)	4.98		4.98
13	13	Y&R	Johnny Walker Digital	6.49	Microsoft CRM	4.60
14	15	DraftFCB	Electronic Client	3.37		3.37
15	14	TBWA	METRO Project, Oldenburger Project	5.51	Tsingtao Beer	3.15
16	16	Grey Group	AB Inbev Project	2.11		2.11
17=	17=	BBH		0.00		0.00
17=	17=	Wieden & Kennedy		0.00		0.00
17=	17=	Iris		0.00		0.00
17=	17=	Bates		0.00		0.00
21	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/ July 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	Ferrero, Mondelez, Ping An Insurance Project, Mengniu Project	141.82	Ho Tram Hotel	118.02
3	3	OMD	Coach, Beiersdorf, Yili (TV Buying), Nutricia Early Life Nutrition	86.75	Pepsi	33.20
4	4	ZenithOptimedia	Taiwan Tobacco & Spirits, Sandro Maje Claude Pierlot, Dior(Social)	26.33	Club Med	22.13
5	5	Havas Media	Bausch+Lomb, Kose Project, Taikang Project	21.86		21.86
6	6	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	9	Starcom MediaVest	Asics, Liby Project, Guangzhou Mobile, Quicksilver	7.51		7.51
10	10	Dentsu Media	Auto Client	5.62		5.62
11	11	Initiative	Lindt Project, CPA	0.46		0.46
12	12	MEC	Chow Sang Sang(Digital), Godiva, Microsoft Store Project, Financial Super Market	8.11	Microsoft (B2C)	(4.10)
13	13	Maxus		0.00	Technology Client	(7.67)
14	14	Universal McCann	JH1912 Project, L.A. Tourism Project Regus	0.65	Microsoft (B2B)	(11.95)

The R3 New Business League has been compiled each of the last 143 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.