

CREATIVE AGENCIES NEW BUSINESS LEAGUE

China/ Aug 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	160.15	Johnny Walker Digital	128.59
2	2	McCann WorldGroup	Taobao, Heineken Project, Godiva, Hsu Fu Chi Food	117.65	San Miguel	117.65
3	6	Saatchi & Saatchi	Sands, Volkswagen, Swire Property, San Miguel	40.27		40.27
4	3	Dentsu	Esai, GTMC Project, Bridgestone Project, Guangfa Band Project	35.85		29.55
5	4	JWT	COFCO Jindi, Dongeejiao Taohuaji, AIG, New Balance, CLP Group Project	24.03		24.03
6	5	SapientNitro	MetLife, Citibank Project	23.94		23.94
7	13	Y&R	Diageo Haig Club & Bailey's, Johnny Walker Digital	25.39	Microsoft CRM	23.50
8	7	DDB	Tsingtao Beer, VGC Brand (Think Blue and Baseline), COFCO Project	32.16	Volkswagen (Some Brands)	19.56
9	8	Lowe	Arda Kitchen Appliances, HNA Group, Anta Kids	11.97		11.97
10	14	FCB	Electronic Client	9.67		9.67
11	12	Leo Burnett	Shui On Land Project, Yili (Pureday Yogurt & Da Guo Li Yogurt)	14.43		8.13
12	11	BBD0	Ding Hu Spring, Merck Clarityne, Choi Tai Fook & Platinum Project	6.14		6.14
13	10	M&C Saatchi	Microsoft Store Project, Cetaphil & Loceryl, Sony China Project	5.92		5.92
14	16	Grey Group	AB Inbev Project	5.89		5.89
15	15	TBWA	METRO Project, Oldenburger Project	5.51	Tsingtao Beer	3.15
16	9	Publicis	Intel Embedded System, Master Kong (biscuits & cookies)	25.83	FMCG Client	1.87
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
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/ Aug 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	Nike, Pepsi, L'Oreal China, Volvo	137.03	Glico	127.73
2	2	Carat	Sands China(SEM), Ferrero, Mondelez, LVMH(SEO)	142.14	Ho Tram Hotel	118.34
3	3	OMD	Coach, Beiersdorf, Yili (TV Buying), Nutricia Early Life Nutrition	86.75	Pepsi	33.20
4	7	Vizeum	Beijing Mobile, Giti, Glico, C&S Electricals	24.95		24.95
5	4	ZenithOptimedia	CP Group, Taiwan Tobacco & Spirits, Sandro Maje Claude Pierlot	28.22	Bausch+Lomb	24.89
6	5	Havas Media	Bausch+Lomb, Kose Project, Taikang Project	21.86		21.86
7	6	PHD	Finance Client	16.54		16.54
8	10	Dentsu Media	Auto Client	9.79		9.79
9	8	MediaCom	Nissin Fooda, MoMo China	8.98		8.98
10	9	Starcom MediaVest	Asics, Liby Project, Guangzhou Mobile, Quicksilver	7.51		7.51
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)	(3.23)
13	13	Maxus		0.00	Technology Client	(7.67)
14	14	Universal McCann	Blizzard(WOW) Project, JH1912 Project, L.A. Tourism Project Regus	2.16	Microsoft (B2B)	(10.44)

The R3 New Business League has been compiled each of the last 144 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.