

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / May 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	Ogilvy	Dior Homme Project, Shing Kong Place, Yuwell Project	127.93		127.93	45
2	2	McCann WorldGroup	Shanghai Happy Valley Project, Nespresso Project	81.10	Finance Client	76.42	39
3	3	BBDO	Spritzer, Johnnie Walker Blue Label, Wrigley(digital)	56.79		56.79	13
4	4	Dentsu	FTMS Project, HMCI Project, Dongfeng Honda(ELYSION) Project	51.20	FMCG Client	41.84	14
5	7	JWT	China Construction Bank, Alibaba Group, APP Breeze Tissue	32.45	Friso Infant Milk Project	31.55	17
6	5	DDB	Hennessy, Qualcomm, Midea Aircon, Alipay Project	28.40		28.40	9
7	6	Publicis	Inoherb Project, Huawei Project, Tencent Project	38.72	Tu Niu	24.87	23
8	8	Lowe	360, Buick D-Car, Anta Sportswear, Unilever Food Solutions Project	23.00		23.00	7
9	9	Saatchi & Saatchi	Acer, Geely Car	15.60		15.60	2
10	10	Grey Group	Unilever Project, ABI-Budweiser Project, Dell Project	8.55		8.55	8
11	11	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=	14	FCB		0.00		0.00	0
14=	15	Bates		0.00		0.00	0
14=	16	Wieden & Kennedy		0.00		0.00	0
14=	17	Iris		0.00		0.00	0
14=	18	Havas Worldwide		0.00		0.00	0
14=	19	Y&R	Bel Project	1.87	Land Rover	0.00	1
20	20	Leo Burnett	Uni-President Project	6.43	Anta Sportswear	-2.93	2
21	21	BBH		0.00	Qoros Project	-23.46	0
						423.8	188

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / May 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	Galaxy Macau, Maserati, WangLaoJi	82.8		82.81	8
2	2	Carat	Allergan APAC, You Xin Pai(Buying), Zwilling(Search)	71.5	Semir	70.61	46
3	3	Mindshare	Pepsi Project, Volvo (digital), Magic Masks	23.4		23.40	4
4	9	MediaCom	Bank of China, Subway, Hua Yin, Yao, GSK Digital	21.6		21.59	7
5	6	Dentsu Media	Dongfeng Honda ELYSION, FAW-Hongqi, JNTO	21.0		21.01	16
6	5	Havas Media	Sotheby, Dubai Tourism, AIA Insurance	38.7	Snow Bear	20.76	10
7	7	MEC	PingAn(Digital & Performance), IWJW(Digital), UBER(Digital)	16.1		16.07	6
8	10	PHD	Bacardi, C&A, SC Johnson(buying), Unilever(Search)	13.6	Transitions	12.67	7
9	4	ZenithOptimedia	Union Pay, Xiwang, Siemens Home Appliances, China Mobile (digital)	24.8	Bank of China	10.73	10
10	8	Starcom MediaVest	Cestbon	9.4		9.36	1
11	11	Initiative		0.0		0.00	0
12	12	Universal McCann	Bailian Group, Semir, English First	3.2	Subway	-0.53	4
13	13	Maxus	Subaru	0.9	SC Johnson(buying)	-6.47	1
14	14	Vizeum	Panasonic, Jinmailang Products	4.5	AXA Tianping Auto Insurance	-21.93	5
						260.1	125

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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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