

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	SanQuan, I DO, Tianjin Eco-city Project, Nutella Project	175.58		175.54	85
2	2	McCann WorldGroup	Wyeth Project, Nippon Project, Princess Cruises Project	112.33	Finance Client	107.65	66
3	4	Dentsu	Zhongxing Project, DBS Project, GAC Toyota Project	114.18	FMCG Client	104.21	36
4	3	BBDO	Spritzer, Johnnie Walker Blue Label, Wrigley(digital)	58.66		58.66	14
5	5	Publicis	EverGrande Project, Ferrero Project, P&G Project	70.42	Tu Niu	56.56	39
6	6	DDB	VGIC Project, Lipton Project, CCTV Project	36.88		36.88	13
7	7	JWT	Asus,China Construction Bank, Alibaba Group, APP Breeze Tissue	50.27	Friso Infant Milk Project	36.60	26
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	TBWA	Twinnings	9.36		9.36	9
11	12=	M&C Saatchi	SteelMate Auto Electronics, Huagain Paper, Tmall.com	9.36		9.36	4
12	11	Grey Group	Unilever Project, ABI-Budweiser Project, Dell Project	8.55		8.55	8
13	15=	Y&R	Mead Johnson Project, VisitBritain Project, Essilor Project	8.74	Land Rover	6.86	4
14	12=	SapientNitro	Hennessy Brand	4.99		4.99	2
15	14	Leo Burnett	Liepin.com, Uni-President Project	11.42	Anta Sportswear	2.06	6
16=	15=	FCB		0.00		0.00	0
16=	15=	Bates		0.00		0.00	0
16=	15=	Wieden & Kennedy		0.00		0.00	0
16=	15=	Iris		0.00		0.00	0
16=	15=	Havas Worldwide		0.00		0.00	0
21	21	BBH		0.00	Qoros Project	-23.46	0
						632.4	321

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	UNICEF, Galaxy Macau, Maserati, WangLaoJi	83.4		83.44	9
2	2	Starcom MediaVest	BMW, Cestbon, VIPABC, Burger King	52.3		52.27	5
3	3	Mindshare	Lee Kum Kee, JunLeBao, Handan Pharmaceutical	48.4		48.37	8
4	5	Dentsu Media	Honda (Elysion) Project, FAW-VW Magotan, China Union Pay (Buying)	41.8		41.80	28
5	4	Carat	Evergrowing Bank, Rebecca, Sony (search)	88.2	BMW	40.53	68
6	6	ZenithOptimedia	Fan Li Wang, Line(Planning), Huawei(Social)	36.5	Magic Masks	34.95	19
7	7	MediaCom	Bank of China, ZTE, Gameloft	22.4	Etihad Airways Partners	21.12	9
8	8	MEC	Microsoft Store, PingAn(Digital & Performance), IWJW(Digital)	18.8	FAW-VW Sagitar	18.38	8
9	9	Havas Media	Hermes, Sotheby, Dubai Tourism, AIA Insurance	38.8	Aeroflot - Russian Airlines	16.39	12
10	10	PHD	Bacardi, C&A, SC Johnson(buying), Unilever(Search)	13.6	Transitions	12.67	7
11	11	Initiative		0.0		0.00	0
12	12	Universal McCann	Bailian Group, Semir, English First	3.4	Subway	-0.39	6
13	13	Maxus	Subaru, Otterbox	1.0	SC Johnson(buying)	-6.39	2
14	14	Vizeum	Panasonic, Jinmailang Products, Aeroflot - Russian Airlines	9.1	AXA Tianping Auto Insurance	-17.31	7
						345.8	188

### METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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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