

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	iRENA World, Mercedes-Benz Project, Huawei Project	193.93		193.89	104
2	3	Dentsu	Wanglaoji, Dongfeng Nissan Brand, Zhongxing Project	124.69	FMCG Client	114.72	42
3	2	McCann WorldGroup	Wyeth Project, Nippon Project, Princess Cruises Project	112.33	Finance Client	107.65	66
4	4	BBDO	Spritzer, Johnnie Walker Blue Label, Wrigley(digital)	62.87		62.87	17
5	5	Publicis	Estee Lauder Project, Tencent Project, EverGrande Project	72.34	Tu Niu	58.48	41
6	7	J Walter Thompson	Asus,China Construction Bank, Alibaba Group, APP Breeze Tissue	54.30	Friso Infant Milk Project	40.63	30
7	6	DDB	VGIC Project, Lipton Project, CCTV Project	36.88		36.88	13
8	8	Mullen 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	13	Y&R	Dangdang.com, Mead Johnson Project, VisitBritain Project, Essilor Project	13.42	Land Rover	11.55	5
11=	10	TBWA	Twinnings	9.36		9.36	9
11=	11	M&C Saatchi	SteelMate Auto Electronics, Huagain Paper, Tmall.com	9.36		9.36	4
13	14	SapientNitro	Hennessy Brand, Riot Games, Huai Wei Project	8.74		8.74	4
14	12	Grey Group	Unilever Project, ABI-Budweiser Project, Dell Project	8.55		8.55	8
15	15	Leo Burnett	Liepin.com, Uni-President Project	13.48	Anta Sportswear	4.12	7
16=	16=	FCB		0.00		0.00	0
16=	16=	Bates		0.00		0.00	0
16=	16=	Wieden & Kennedy		0.00		0.00	0
16=	16=	Iris		0.00		0.00	0
16=	16=	Havas Worldwide		0.00		0.00	0
21	21	BBH		0.00	Qoros Project	-23.46	0
						681.9	359

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	4	Dentsu Media	Acura Brand Promotion, Toyota Project, China Bank Project	70.9		70.91	43
3	5	Carat	Xiwang (Planning), Evergrowing Bank, Visit California(Digital)	104.3	BMW	56.67	72
4	2	Starcom MediaVest	BMW, Cestbon, VIPABC, Burger King	52.3		52.27	5
5	3	Mindshare	Lee Kum Kee, JunLeBao, Handan Pharmaceutical	48.4		48.37	8
6	6	ZenithOptimedia	Fan Li Wang, Line(Planning), Huawei(Social)	36.6	Magic Masks	35.04	20
7	8	MEC	Calvin Klein, Kopa Api(digital), Microsoft Store	24.1	FAW-VW Sagitar	23.69	10
8	7	MediaCom	Bank of China, ZTE, Gameloft	22.4	Etihad Airways Partners	21.12	9
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
						396.5	210

### METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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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