

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Feb 2016

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	2	Ogilvy	China Telecom, Tuniu, XianJassen Pharma	100.3		100.3	49
2	1	Isobar	FMCG Client	42.2		42.2	23
3	3	Havas Worldwide	Huawei Smartphone Project	26.1		26.1	1
4	11=	Saatchi & Saatchi	Vivo Project, Kingdee Project	23.9		23.9	3
5	4	DDB	J&J Listerine(Digital), LIMA Motorised Scooter, SAIC Overseas Marketing Operation.	18.8		18.8	6
6	6	Cheil Worldwide	FMCG Client	16.4		16.4	11
7	5	Leo Burnett	China Mobile(And 4G), Huawei B2B, Whirlpool	14.4		14.4	5
8	10	J Walter Thompson	Samsonite Project, Barilla Project, Avon Project	20.1	FMCG Client	13.6	15
9	8	BBDO	MetLife	10.4		10.4	2
10	7	AKQA	Johnson's Baby Digital	6.5		6.5	1
11	11=	Dentsu		5.7	Jing Dong Project	5.6	3
12	9	Publicis	Tencent QQ, Le TV Project, Huawei Project	11.4	FMCG Client	4.9	20
13	11=	McCann WorldGroup	Riverside Group, Yili Project, American Airline Project	4.8		4.8	5
14	11=	TBWA	Vivo Project, Tomford Project	2.1		2.1	3
15=	11=	Mullen Lowe		0.0		0.0	0
15=	11=	Y&R		0.0		0.0	0
15=	11=	Grey Group		0.0		0.0	0
15=	11=	M&C Saatchi		0.0		0.0	0
15=	11=	FCB		0.0		0.0	0
15=	11=	Wieden & Kennedy		0.0		0.0	0
15=	11=	BBH		0.0		0.0	0
						289.9	147

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Feb 2016

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	3	Carat	Wyeth, WeiChuan Yoghurt Drinks, Sisley	18.9		18.9	13
2	1	Mindshare	Yili (Digital), Jinmailang, KangShiFu(Digital)	24.5	FMCG Client	13.7	3
3	4	OMD	Sony Pictures	13.0	Vinda	11.7	3
4	7=	Vizeum	FMCG Client	10.7		10.7	3
5	2	Zenith	Scisky, New Balance, Hanhoo skincare, Vinda	10.1		10.1	6
6	7=	Dentsu Media	IT Client	5.0		5.0	1
7	6	MediaCom	Travelzoo, Bank of China Project, Sands Las Vegas (Digital)	4.7		4.7	5
8	5	Starcom	Yi Ou Lai	3.4	Luxury Client	2.8	2
9-	7=	Havas Media		0.0		0.0	0
9-	7=	Initiative		0.0		0.0	0
9-	7=	Maxus		0.0		0.0	0
9-	7=	MEC		0.0		0.0	0
13	13	PHD	Carnical Cruise Lines	1.0	New Balance	-2.2	1
14	14	Universal McCann		0.0	Sony Pictures	-3.3	0
						<b>72.1</b>	<b>37</b>

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.