

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	1	Ogilvy	BCG Digital Ventures Project, Haier Project, Logitech Project	122.5		122.5	59
2	2	Isobar	FMCG Client	49.4		49.4	26
3	6	Cheil Worldwide	FMCG Client	38.0		38.0	19
4	14	TBWA	Bellamy's Organic, Plastic Omnium Project, Piaget Project	32.8		32.8	8
5	12	Publicis	Tencent QQ Project, Wetherm Project, Tsingtao Project	34.9	FMCG Client	28.4	44
6	4	Saatchi & Saatchi	Mondelez(Gum and Candy), Bayer(Ecommerce), HSBC Project	27.1		27.1	6
7	3	Havas Worldwide	Huawei Smartphone Project	26.1		26.1	1
8	5	DDB	J&J Listerine(Digital), LIMA Motorised Scooter, SAIC Overseas Marketing Operation,	19.5		19.5	7
9	8	J Walter Thompson	Samsonite Project, Barilla Project, Dicos Project	23.3	FMCG Client	16.8	16
10	11	Dentsu	Auto Client	16.4	Jing Dong Project	16.2	15
11	7	Leo Burnett	China Mobile(And 4G), Huawei B2B, Whirlpool, Dream Cruise	14.7		14.7	6
12	13	McCann WorldGroup	Caterpillar Project, MB(GH) Project, Baiqueling Project	12.1		12.1	18
13	9	BBDO	MetLife	10.4		10.4	2
14=	10	AKQA	Johnson's Baby Digital	6.5		6.5	1
14=	15=	Wieden & Kennedy	AB InBev - Corona	6.5		6.5	1
16=	15=	Mullen Lowe		0.0		0.0	0
16=	15=	Y&R		0.0		0.0	0
16=	15=	Grey Group		0.0		0.0	0
16=	15=	M&C Saatchi		0.0		0.0	0
16=	15=	FCB		0.0		0.0	0
16=	15=	BBH		0.0		0.0	0
						427.0	229

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	1	Carat	Dream Cruises, Bright Dairy Project, Nippon (Ecommerce)	40.3		40.3	21
2	2	Mindshare	Yili (Digital), KangShiFu(Digital), Nubia Mobile Phones	47.3	FMCG Client Project	24.7	4
3	3	OMD	Sony Pictures, Carlsberg	13.0	SilkAir	12.8	3
4	4	Vizeum	FMCG Client Project	10.7		10.7	3
5	5	Zenith	Scisky, New Balance, Hanhoo skincare	9.2		9.2	7
6	7	MediaCom	Travelzoo, Bank of China Project, Sands Las Vegas (Digital)	11.3	Car Client(Digital)	7.7	6
7	6	Dentsu Media	IT Client	5.3		5.3	1
8	-	Allyes	Snow Beer (Online)	3.3		3.3	1
9	8	Starcom	Yi Ou Lai	3.4	Luxury Client	2.8	2
10=	9=	Havas Media		0.0		0.0	0
10=	9=	Initiative		0.0		0.0	0
10=	9=	Maxus		0.0		0.0	0
13	14	Universal McCann	VF Group, Ningbo Fangte	3.1	Sony Pictures	-0.1	2
14	13	PHD	Carnical Cruise Lines	1.0	New Balance	-2.2	1
15	9=	MEC		0.0	IT Client(Search)	-6.8	0
						107.7	51

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 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.