

## 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](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.