

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jan 2017

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	-	McCann WorldGroup	Mengniu , Maybelline Project, Sanjiu	35.1		35.1	14
2	-	Ogilvy	Columbia , Jinpai Jiuye Project, DongE Ejiao Project	33.2		33.2	9
3	-	Cheil	China Unicom	19.6		19.6	1
4	-	Y&R	XTEP	10.4		10.4	2
5	-	Publicis	L'oreal-Biotherm Project, Uni-President (ShuiCu more) Project, JD finance Project	6.5		6.5	13
6	-	Saatchi & Saatchi	Sands Project, Sands , Wanning Project	9.1	Aosimth	6.1	3
7	-	Isobar	FMCG Client	5.7		5.7	10
8	-	Leo Burnett	WeBank	0.3		0.3	1
9	-	Dentsu		0.1		0.1	1
10-	-	TBWA		0.0		0.0	0
10-	-	Havas Worldwide		0.0		0.0	0
10-	-	Fred & Farid		0.0		0.0	0
10-	-	Grey Group		0.0		0.0	0
10-	-	FCB		0.0		0.0	0
10-	-	Wieden & Kennedy		0.0		0.0	0
10-	-	AKQA		0.0		0.0	0
10-	-	Wunderman		0.0		0.0	0
10-	-	BBDO		0.0		0.0	0
19	-	DDB	Ontex (Belgium Babycare Range)	4.9	XTEP	(5.4)	1
20	-	J Walter Thompson	Shell Digital Project, J&J Project, SC Johnson Project	5.5	China Unicom	(15.1)	6
						96.5	61



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jan 2017

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	-	Carat	FMCG Client	8.9		8.9	10
2	-	Mindshare	Lipton RTD	3.3		3.3	1
3	-	Havas Media	Kumho Tires	1.0		1.0	1
4-	-	MediaCom		0.0		0.0	0
4-	-	Zenith		0.0		0.0	0
4-	-	Starcom		0.0		0.0	0
4-	-	Dentsu Media		0.0		0.0	0
4-	-	PHD		0.0		0.0	0
4-	-	Vizeum		0.0		0.0	0
4-	-	Universal McCann		0.0		0.0	0
4-	-	Allyes		0.0		0.0	0
4-	-	Mediavest Spark		0.0		0.0	0
4-	-	Initiative		0.0		0.0	0
4-	-	MEC		0.0		0.0	0
4-	-	Maxus		0.0		0.0	0
4-	-	OMD		0.0		0.0	0
						13.2	12

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.