

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	1	Ogilvy	ALDI, Johnson & Johnson, Pudong Project, Funye Project	93.2		93.2	32
2	3	Isobar	FMCG Client	57.0		57.0	41
3	2	McCann WorldGroup	Mengniu , Maybelline Project, Sanjiu	41.9		41.9	20
4	4	Dentsu	Car Client	24.4		24.4	7
5	5	Cheil	China Unicom	19.6		19.6	1
6	9	Saatchi & Saatchi	Geely, Sands Project, Sands , Wanning Project	17.1	Aosimth	14.1	4
7	8	Publicis	P&G Project, Huawei Project, Tencent Project	13.3	PETCO	13.1	22
8	6	FCB	WM Motor	13.0		13.0	1
9	7	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
10	-	Allyes	SAIC MOTOR	13.0	Changan Ford	12.4	1
11	-	M&C Saatchi	SGMW auto 510 model, AMT platform service	9.8		9.8	2
12	-	Hylink	Brand USA	2.0		2.0	1
13	10	Leo Burnett	WeBank, Amazon Project	1.7		1.7	2
14	-	Bin Tang	Nestle HOD Digital	0.7		0.7	1
15-	11=	BBDO		0.0		0.0	0
15-	11=	Grey Group		0.0		0.0	0
15-	11=	Havas Worldwide		0.0		0.0	0
15-	11=	TBWA		0.0		0.0	0
19	19	DDB	Longi, Ontex (Belgium Babycare Range), Yonex Project	6.0	XTEP	(4.3)	3
20	20	J Walter Thompson	HuaWei Project, Belcube Project, NEW WELL Project	14.1	China Unicom	(6.6)	25
						304.4	167

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	6	MediaCom	FAW Group, Didi, Viking Cruises	111.5		111.5	7
2	7=	MEC	Mercedes Benz, Amazon, Vitasoy TV buying	61.3		61.3	5
3	3	Zenith	Bank of Communications, Didi,	51.2		51.2	4
4	2	Carat	FMCG Client	11.9	Shiseido (Digital buying)	10.6	15
5	7=	Dentsu Media	Car Client	7.8		7.8	2
6	7=	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
7	1	PHD	Huawei Consumer BG, HP(digital), Unionpay International Project	43.7	Bank of Communications	5.5	3
8	4	Mindshare	Lipton RTD	3.3		3.3	1
9	5	Havas Media	Kumho Tires, Calzedonia, Mighty Project, Remy Martin Project	2.4		2.4	4
10	7=	OMD	Greenland Group Project	0.1		0.1	1
11=	7=	Initiative		0.0		0.0	0
11=	7=	Mediavest Spark		0.0		0.0	0
11=	7=	Universal McCann		0.0		0.0	0
11=	7=	Vizeum		0.0		0.0	0
15	7=	Starcom		0.0	Tourism Client	-1.8	0
16	16	Maxus		0.0	Huawei Consumer BG	-26.1	0
						232.4	43

### 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.