

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / May 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	Nestle-Dairy Project, Paulson, Tencent Project,	141.2		130.8	55
2	2	Isobar	FMCG Client	111.0		111.0	65
3	3	McCann WorldGroup	Feng Huang Jin Rong Project, Mengniu , Maybelline Project, Sanjiu	50.2		50.2	26
4	4	Dentsu	Car Client	43.0		43.0	21
5	12	Leo Burnett	WuQiong Snacks, Fotile Project, Flowers Holland	29.7		29.7	8
6	5	Cheil	China Unicom, FAW-Volkswagen Brands	21.5		21.5	2
7	7	Publicis	Nestlé Project, Yixin Finance Leasing, Milkana Project	14.7	PETCO	14.3	27
8	8	FCB	WM Motor	13.0		13.0	1
9	9	Y&R	XTEP, Guiyang Zhongtian Finance Project	12.4		12.4	4
10	10	Allyes	SAIC MOTOR	13.0	Changan Ford	12.4	1
11	20	J Walter Thompson	Danone Project, HuaWei Project, Belcube Project, NEW WELL Project	36.3	China Unicom	10.4	35
12	11	M&C Saatchi	SGMW auto 510 model, AMT platform service	9.8		9.8	2
13	6	Saatchi & Saatchi	Geely, Sands Project, Sands , Wanning Project	12.6	A.O.Smith	9.6	3
14	-	Reload	Unilever Dove Social	6.5		6.5	1
15	-	TSLA	CitizenM and Artyzen Hospitality Group	3.3		3.3	1
16	13	DDB	Sakura Kitchen, Pehchaolin Project, Wrigley - Skittles Christmas Project	13.5	XTEP	3.1	8
17	-	VML	Fruiti, Sougou	2.6		2.6	2
18	14	Hylink	Brand USA	2.0		2.0	1
19	15	Bin Tang	Nestle HOD Digital	0.7		0.7	1
20	16=	BBDO		0.0		0.0	0
						486.4	264

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / May 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	3	Mindshare	Yum!, Diageo, Home Credit, Shui Jing Fang	187.5	Car Client	181.0	9
2	1	dentsu X	Car Client	124.1		124.1	7
3	2	MediaCom	Burt's Bees, Yanghe Spirits, FAW Group, Didi, Viking Cruises	96.2	Car Client	94.2	8
4	5	Zenith	Bank of Communications, Didi,	48.6	Mengniu Chunzhen (Digital)	46.9	3
5	4	MEC	Mercedes Benz, Amazon, Vitasoy TV buying	61.3	Huawei Consumer BG	35.2	5
6	6	GIMC	FAW Group	32.6		32.6	1
7	7	Carat	FMCG Client	24.6	Shiseido (Digital buying)	23.3	19
8	13	Vizeum	Finance Client	12.2		12.2	7
9	8	OMD	Greenland Group Project	10.2		10.2	3
10	9	Allyes	SAIC MOTOR Creative and Media, ,	6.5		6.5	1
11	11	Havas Media	UTS-Insearch, Emirates, Shanghai Suning Bellagio Project	6.2		6.2	9
12	10	PHD	Huawei Consumer BG, HP(digital), Unionpay International Project	43.7	Bank of Communications	5.5	3
13	12	Reload	Nestle (Social Media)	3.6		3.6	2
14	15	Initiative	Mengniu Chunzhen Digital	1.7		1.7	1
15	14	Blue 449	Tmall Project	0.3		0.3	1
16	16	Mediavest Spark		0.0		0.0	0
17	17	Starcom		0.0	Tourism Client	-1.8	0
18	18	Universal McCann	Coach Global	1.3	Amazon	-10.7	1
						571.0	80

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.