

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Nov 2018

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	CICC Project, Castrol Project, Douyin Project, Fangte - Rebranding and brand consulting	353.7	Amway Artistry Project	352.4	126
2	2	Isobar	Adidas, Weigang Dairy, Xi An Janssen Project, FMCG Client	205.3		205.3	141
3	3	Publicis	Shiseido Project, Huarun Painting, Marster Kong Project, Nike	198.9		198.9	96
4	4	J Walter Thompson	JD.COM Project, JinLongYu Project, Unicharm Project, Henkel China	133.8		133.8	51
5	6	Saatchi & Saatchi	Yili Baby Milk, JiuJiang XinYuan(九江) Project, ChangSha Goat's Milk Project, Sands Project	112.7		112.7	29
6	5	Leo Burnett	Hainan Airlines, VW New car brand identity (Phase 4), Origo Coffee VI, Buick, Jacobs Coffee	107.7		107.7	21
7	7	BBDO	Ford, VIVO Project, DiDi, Master Kang	98.8	Tourism Australia	90.5	9
8	8	McCann WorldGroup	New Balance Project, Remy Martin Project, NBA Style Project, Yinji Holiday Resort	88.0	Cathay Pacific	88.0	71
9	9	Digitas	Mercedes-Benz Project, Unilever Project, Huawei China Project, Clinique Project	66.9		66.9	18
10	10	Dentsu	Electronic Client	66.9		66.9	26
11	11	DDB	Amway 2, New China Insurance Project, Lufthansa Project, AEG Project, Blue Moon Project	67.1	Samsung Electronics visual display	46.5	22
12=	12	VMLY&R	Puma, Office Depot, GNC vitamins	26.1		26.1	2
12=	15=	Serviceplan	Tmall, VIVO, Tencent Sports, ERDOS Men	26.1		26.1	5
14	13	FCB	Bosch Home & Garden, Chaoyang Tier	23.5		23.5	3
15	14	arkr Group	adidas Digital, Carlsberg Digital	19.6		19.6	2
16	27	CatchOn	Agoda, The Philippines Department of Tourism, Red Lobster	16.3		16.3	6
17	15=	Bin Tang	Dairy Queen Brand	13.0		13.0	1
18	26	R/GA	Haagen Daaz, Boxing Cat	13.0		13.0	3
19	17	TBWA	UNIQLO, IMAX	19.6	Vichy Cosmetics	11.3	2
20	18	Wieden & Kennedy	Converse, Marubi	8.5		8.5	2
						1652.1	646

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Nov 2018

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	Mindshare	BP, Nestlé, General Mills, Amway	192.2	American Express	152.5	22
2	2	Wavemaker	Chando, Unionpay Hong Kong Project, BC Card Korea, Greenfields, JinRi Toutiao, JALA Planning AOR	184.1	United Airlines	144.8	31
3	3	Starcom	BMW, Pirelli	97.0	Mars Buying	85.1	3
4	4	OMD	McDonald's, Daimler, Internet Client	84.4	Luxottica	77.0	6
5	5	dentsu X	Car Clinet	77.0	Park Client	72.1	12
6	6	Havas Media	China Telecom, JDE, AMD, GRUPPO ITALIANO VINI	72.7	FMCG Client	71.2	18
7	7	PHD	Tourism Quebec, Almond Board of California, Resorts World Sentosa	65.2	GlaxoSmithKline	58.5	8
8	8	Zenith	Luxottica, Lactalis, Ralph Lauren, GSK	60.9		50.1	9
9	9	MediaCom	Little Red Book, Alibaba Group, Nan Fu Battery	58.8	GSK	36.6	10
10	10	Spark Foundry	AVON, Marriott Global, Lenovo Global	32.3		32.3	4
11	11	Vizeum	Visit Scotland	23.4		23.4	12
12	12	Initiative	Revlon Global	14.5		14.5	9
13	13	Universal McCann	Entertainment Client	15.1	General Mills	12.2	7
14	14	Blue 449	Perfetti	11.4		9.5	1
15	15	SapientRazorfish	Marriott	0.2		0.2	1
16=	16=	Allyes		0.0		0.0	0
16=	16=	Reload		0.0		0.0	0
18	18	Carat	Ermengildo Zegna Holditalia SpA	42.3	Amway	-26.8	12
						780.6	165

### 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.