

2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Feb 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	VML	RealBio Technology,	14.5		14.5	20
2	2	BBDO	HuaXI Zi Project, Michelin, Shiseido - Aupres	1.7		1.7	5
3	3	Ogilvy	Huawei	3.0		2.6	11
					2024 (Jan-Feb):	21.9	41
					2023 (Jan-Feb):	65.4	33
					YoY Comparison:	-66.5%	24.2%

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2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Feb 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Wavemaker	Honor (Buying), IM Motor (Performance), TE Connectivity	110.7		110.7	12
2	2	Mindshare	TCL, Haidilao	27.4		27.4	2
3	13	PHD	SAIC Volkswagen	2.0		2.0	1
					2024 (Jan-Feb):	140.0	15
					2023 (Jan-Feb):	237.0	28
					YoY Comparison:	-40.9%	-46.49
				2	2024 Creative & Media (Jan-Feb):	161.9	56
				2	2023 Creative & Media (Jan-Feb):	302.4	61
					YoY Comparison:	-46.5%	-8.2%

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.co 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 R0I.