

2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	2	BBDO	HuaXI Zi Project, Michelin, Shiseido - Aupres	47.0		47.0	11
2	3	Ogilvy	Huawei	25.8		22.4	32
3	1	VML	RealBio Technology,	19.9		19.9	22
4	6	Dentsu McGarryBowen	CPG Client	19.6		19.6	15
5	9	Grey Group	CHANEL Project, Haleon Project	13.7		13.7	5
6	27	MullenLowe Group	Diageo Tequila, Hongene Biotech, Johnnie Walker	1.8		1.8	3

2024 (Jan-Mar): 120.2 88
2023 (Jan-Mar): 163.5 68
YoY Comparison: -26.5% 29.4%

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2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Mar 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	TCL, KEEP, Cindy Chao	118.3		118.3	15
2	2	Mindshare	Qualcomm, TCL, Heytea Project, Haidilao	35.2		35.2	4
3	3	PHD	SAIC Volkswagen	2.0		2.0	1
4	9	OMD	Japan Yakult	0.2		0.2	1
					2024 (Jan-Mar):	155.6	21
					2023 (Jan-Mar):	351.4	36
					YoY Comparison:	-55.7%	-41.7%
				:	2024 Creative & Media (Jan-Mar):	275.8	109
				;	2023 Creative & Media (Jan-Mar):	514.9	104
					YoY Comparison:	-46.4%	4.8%

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.