

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / June 2015

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	SanQuan, I DO, Tianjin Eco-city Project, Smucker Project	149.00		149.00	54
2	2	McCann WorldGroup	Epson Project, Nestle Project, CPW Project	90.96	Finance Client	86.28	47
3	3	BBDO	Spritzer, Johnnie Walker Blue Label, Wrigley(digital)	56.79		56.79	13
4	4	Dentsu	Zhongxing Project, DBS Project, Ririshun Project	64.93	FMCG Client	54.96	23
5	5	JWT	China Construction Bank, Alibaba Group, APP Breeze Tissue	37.37	Friso Infant Milk Project	36.47	18
6	6	DDB	Hennessy, Qualcomm, Midea Aircon, Alipay Project	33.08		33.08	10
7	7	Publicis	Inoherb Project, Huawei Project, Tencent Project	38.72	Tu Niu	24.87	23
8	8	Lowe	360, Buick D-Car, Anta Sportswear, Unilever Food Solutions Project	23.00		23.00	7
9	9	Saatchi & Saatchi	Acer, Geely Car	15.60		15.60	2
10	10	Grey Group	Unilever Project, ABI-Budweiser Project, Dell Project	8.55		8.55	8
11	11	TBWA	Twinings, Jaguar Land Rover Project	5.27		5.27	4
12=	12=	SapientNitro	Hennessy Brand	4.99		4.99	2
12=	12=	M&C Saatchi	Tmall.com, Kungfu Quick Service Restaurant	4.99		4.99	2
14	20	Leo Burnett	Uni-President Project	9.55	Anta Sportswear	0.19	5
15=	14=	FCB		0.00		0.00	0
15=	14=	Bates		0.00		0.00	0
15=	14=	Wieden & Kennedy		0.00		0.00	0
15=	14=	Iris		0.00		0.00	0
15=	14=	Havas Worldwide		0.00		0.00	0
15=	14=	Y&R	Bel Project	1.87	Land Rover	0.00	1
21	21	BBH		0.00	Qoros Project	-23.46	0
						480.6	219

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / June 2015

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	OMD	Galaxy Macau, Maserati, WangLaoji	82.8		82.81	8
2	2	Carat	Sony Playstation, Shiseido(digital), Tourism UK	78.8	Semir	77.94	60
3	5	Dentsu Media	Honda (Elysion) Project, FAW-VW Magotan, China Union Pay (Buying)	29.1		29.11	25
4	3	Mindshare	Pepsi Project, Volvo (digital), Magic Masks	23.4		23.40	4
5	4	MediaCom	Bank of China, Subway, Hua Yin, Yao, GSK Digital	21.6		21.59	7
6	6	Havas Media	Sotheby, Dubai Tourism, AIA Insurance	38.7	Snow Bear	20.76	11
7	7	MEC	Microsoft Store, PingAn(Digital & Performance), IWJW(Digital)	18.6	FAW-VW Sagitar	18.18	7
8	8	PHD	Bacardi, C&A, SC Johnson(buying), Unilever(Search)	13.6	Transitions	12.67	7
9	9	ZenithOptimedia	Union Pay, Xiwang, Siemens Home Appliances, China Mobile (digital)	24.8	Bank of China	10.73	10
10	10	Starcom MediaVest	Cestbon, VIPABC, Burger King	4.2		4.21	3
11	11	Initiative		0.0		0.00	0
12	12	Universal McCann	Bailian Group, Semir, English First	3.4	Subway	-0.39	6
13	13	Maxus	Subaru	0.9	SC Johnson(buying)	-6.47	1
14	14	Vizeum	Panasonic, Jinmailang Products	4.5	AXA Tianping Auto Insurance	-21.93	5
						272.6	154

METHODOLOGY

The R3 New Business League has been compiled each of the last 154 months using data supplied by 26 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 for clients across the region.

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