

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / July 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	163.51		163.51	61
2	2	McCann WorldGroup	Pinxiango.com Project, Pingan Project, Mastercard-Xboarder Project	100.63	Finance Client	95.95	59
3	3	BBDO	Spritzer, Johnnie Walker Blue Label, Wrigley(digital)	58.66		58.66	14
4	4	Dentsu	Zhongxing Project, DBS Project, GAC Toyota Project	66.13	FMCG Client	56.17	28
5	7	Publicis	Inoherb Project, Huawei Project, Nanshun Food Project	60.00	Tu Niu	46.14	35
6	6	DDB	VGIC Project, Lipton Project, CCTV Project	36.88		36.88	13
7	5	JWT	China Construction Bank, Alibaba Group, APP Breeze Tissue	40.46	Friso Infant Milk Project	34.88	22
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	11	TBWA	Twinnings	9.36		9.36	9
11	10	Grey Group	Unilever Project, ABI-Budweiser Project, Dell Project	8.55		8.55	8
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	14	Leo Burnett	Uni-President Project	9.55	Anta Sportswear	0.19	5
15=	15=	FCB		0.00		0.00	0
15=	15=	Bates		0.00		0.00	0
15=	15=	Wieden & Kennedy		0.00		0.00	0
15=	15=	Iris		0.00		0.00	0
15=	15=	Havas Worldwide		0.00		0.00	0
15=	15=	Y&R	Bel Project	1.87	Land Rover	0.00	1
21	21	BBH		0.00	Qoros Project	-23.46	0
						535.4	268

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / July 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	10	Starcom MediaVest	BMW, Cestbon, VIPABC, Burger King	51.0		51.02	4
3	4	Mindshare	JunLeBao, Handan Pharmaceutical, Qizheng Tibetan Medicine	42.1		42.12	7
4	2	Carat	Chery, Folli Follie, Dianrong.com	86.4	BMW	38.74	64
5	3	Dentsu Media	Honda (Elysion) Project, FAW-VW Magotan, China Union Pay (Buying)	29.1		29.11	25
6	9	ZenithOptimedia	Union Pay, Xiwang, Siemens Home Appliances, China Mobile (digital)	24.8		23.22	10
7	5	MediaCom	Bank of China, ZTE, Gameloft	22.4		22.37	9
8	7	MEC	Microsoft Store, PingAn(Digital & Performance), IWJW(Digital)	18.6	FAW-VW Sagitar	18.18	7
9	6	Havas Media	Sotheby, Dubai Tourism, AIA Insurance	38.7	Aeroflot - Russian Airlines	16.29	11
10	8	PHD	Bacardi, C&A, SC Johnson(buying), Unilever(Search)	13.6	Transitions	12.67	7
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, Aeroflot - Russian Airlines	8.9	AXA Tianping Auto Insurance	-17.46	6
						312.2	165

### METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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](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 for clients across the region.

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