

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Dec 2016

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	CPAA Project, DTO Project, Giti Tire, Nestle Project	388.3	Shuijingfang	381.0	206
2	2	Isobar	FMCG Client	301.1		301.1	174
3	3	Publicis	MERIAL Project, Chevrolet Project, Anchor Beer Project	189.4	FMCG Client	182.9	140
4	4	Dentsu	Auto Client	166.1	Jing Dong Project	166.0	77
5	5	Saatchi & Saatchi	Boneco, Sands Project, P&G Project, VIVO Project	148.0	Shinho	145.5	28
6	6	McCann WorldGroup	Ashley Furniture Project, CISCO Project, Qualcomm, TOTOLE Project	129.6		129.6	94
7	7	TBWA	Adidas Project, Danone Project, Lincoln Project	94.0		92.1	39
8	8	DDB	Hennessy, Costa Cruise, Suntory Project, Babalot Project	92.0	Vita Tea	90.0	34
9	9	J Walter Thompson	Loreal Project, Unilever Project, Colgate Project	83.5	FMCG Client	77.0	81
10	10	Cheil Worldwide	Nissan Infiniti Motor(Digital)	70.6		70.6	20
11	11	Y&R	Cool Pad Technology, Pepsi Nutrition, Unicom VSENS	62.0		62.0	8
12	12	Havas Worldwide	Bank of Communications, Uni Green Tea, Huawei Project	58.7		58.7	3
13	13	Leo Burnett	Cadillac CT6, P&G Project, China Mobile(And 4G)	52.6		52.6	18
14	14	Fred & Farid	Sephora, Mondelez Project, Vivo	39.1	Car Client	23.5	3
15	15	Interone	HNA Group	19.6		19.6	1
16	16	Grey Group	Bose, ABI Project, Microsoft Project	15.4		15.4	14
17	17	FCB	Nubia Z11	13.0		13.0	3
18	18	BBDO	MetLife	12.4		12.3	3
19	19	Wieden & Kennedy	AB InBev - Corona	7.2		7.2	2
20	20	AKQA	Johnson's Baby Digital	6.5		6.5	1
21	21	DAIKO	Zheng zhou Nissan, Artistic Beer/Laoshan Beer, DYK - KX5 Project	9.8	China Southern Airline	4.9	3
22	22	Wunderman	Campanile Hotels	3.3		3.3	1
						1914.6	953

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Dec 2016

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	Yili (Planning and Content), Wyeth (Planning), Huijiang, Nestle Project	373.0	FMCG Client Project	345.1	23
2	2	Zenith	Swisse, Takeda, 21st Century Fox, FCA, Abbott, Shanghai General Motors	221.5		221.5	17
3	3	MediaCom	Borgward, P&G (SKII/Olay) Planning, Didi, 51Talk	159.0	Car Client(Digital)	137.8	20
4	16	Starcom	Yi Ou Lai, Pandora, P&G (Buying), Mars (Buying)	171.0	Coca-Cola	90.7	5
5	4	Carat	Dream Cruises, Bright Dairy Project, Nippon (Ecommerce)	103.3	Wyeth (Planning)	90.3	77
6	5	Dentsu Media	FTMS Project	69.5	Alcon(Planning)	68.1	16
7	-	DCCC	Coca-Cola	47.0		47.0	1
8	6	PHD	Unionpay International, Volkswagen, Swisse, Carnival Cruise Lines	43.1	New Balance	39.8	5
9	7	OMD	Amazon, Sony Pictures, Carlsberg	41.5	SilkAir	33.5	10
10	8	Vizeum	FMCG Client Project	20.5		20.5	11
11	9	Havas Media	ABB, Philips Lighting, Remy Martin Project, Bellamy's Organic Project	7.0		7.0	13
12	10	Universal McCann	GMI(Planning), Lennar, VF Group, Ningbo Fangte, Coty Brands	50.5	FCA	6.1	7
13	11	Allyes	Snow Beer (Online)	3.3		3.3	1
14	12	Mediavest Spark	Macau Galaxy	2.6		2.6	1
15	13	Initiative	Continental Tire	0.6		0.6	1
16	14	MEC	MeituanWaimai, Suning(Planning), Vitasoy(Planning)	4.3	IT Client(Search)	-2.4	9
						1111.5	217

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 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.