

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Mar 2019

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	Confidential Consumer Goods Brand, Nestle (Content Studio), Pfizer, Maxus	102.0		100.7	22
2	4	Digitas	Huawei China, UFS 2019 BIC & KCLB Campaign Project, Sapient Corporation-US4690(Costa) Project, Mercedes-Benz Project	54.8		54.8	13
3	2	BBDO	Mercedes Benz Retainer , Remy Martin Project, Denza Retainer	48.9		48.9	6
4	3	Saatchi & Saatchi	Geely, Kabrita, Porsche - Club (3 years), Porsche Retainer	48.1		48.1	11
5	6	Publicis	Siemens, SHISEIDO, Galderma Project, Eucerin, Abbott	46.0	DS	45.4	32
6	5	Leo Burnett	Uni-President-Orangeate Project, Pfizer Project, Mondelez - Chips Ahoy Project, Audi-Branding	37.9	Abbott - baby nutrition	37.4	8
7	17	Dentsu	Automobile Manufacture Company	34.9		34.9	8
8	9	DDB	GE Appliances, SKSHU Nail Color Brand	7.8		7.8	4
9	7	McCann WorldGroup	Skyworth TV, Apparel Brand	13.7	Galderma	7.5	7
10		Town Square	Chevron	6.5		6.5	1
11	8	TBWA	Singapore Airlines	5.2		5.2	1
12	10	FF Shanghai	Turner	3.3		3.3	1
13	11	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	2.3		2.3	6
14	12	VMLY&R	Shinho, Yili Group Project, Abbott Project	1.1		1.1	4
15	13	Accenture Interactive	Arla	0.8		0.8	1
16-	14	Merkley+Partners	Performix	0.7		0.7	1
16-	15	Online Circle	Barilla	0.7		0.7	1
18	16	Havas Worldwide		0.0	Baiji Shenzhou	-0.2	0
19	17	FCB		0.0	Mondelez - Chips Ahoy	-1.3	0
20	18	Isobar	Automobile Manufacture Company	12.2	Huawei China	-18.1	7
						386.5	134

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Mar 2019

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	Zhejiang YINMA Advertising Co. Ltd., Yili(Media Planning) AOR (Media Planning),Kangshifu Drinks Investment (China) Co. AOR (Buying)	140.5		137.7	11
2	2	Wavemaker	Huawei, South East Auto, Intercontinental Hotels Group, Little Red Book, Chimelong	157.5	Electronics Brand	111.9	11
3	3	OMD	Yili, Hun Li Ji, Amway, Shuanghui (WH Group)	107.7		107.7	5
4	-	Spark Foundry	Electronics Brand Client	91.3		91.3	4
5	-	dentsu X	Car Brand Client	18.6		18.6	7
6	-	Havas Media	UnionPay	17.3		17.3	3
7	8	Zenith	Friso (FrieslandCampina) , WeWork AOR	16.0		15.8	3
8	4	MediaCom	Jahwa	13.0		13.0	1
9	5	Universal McCann	Changi Airport	3.3		3.3	2
9	7	Carat	Beverage Company	11.2	Friso (FrieslandCampina)	-39.8	1
10	6	PHD	Singapore Airlines	2.3	Huawei	-122.7	1
						354.1	49

### 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](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.