

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Apr 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	China Merchants BankConfidential Consumer Goods Brand, Nestle (Content Studio), Pfizer	113.9		113.9	28
2	5	Publicis	OPPO Project, GSK, Liby, Le Creuset, Johnny walker	96.6	DS	96.0	40
3	2	Digitas	Marriot Project, UnionPay China, Huawei China, UFS 2019 BIC & KCLB Campaign Project,	58.4		58.4	15
4	4	Saatchi & Saatchi	Yili- Snunua milk, SVW New car model (B-MPV), Geely, Kabrita, Porsche - Club (3 years)	54.8		54.8	16
5	3	BBDO	Mercedes Benz Retainer , Remy Martin Project, Denza Retainer	48.9		48.9	6
6	6	Leo Burnett	Mondelez - New Innovation platform, Uni-President-Orangeate Project, Pfizer Project, Mondelez - Chips Ahoy Project	39.1	CCB	38.3	9
7	7	Dentsu	Automobile Manufacture Company	34.9	Liby	30.3	8
8	9	McCann WorldGroup	YILIGROUP Project, CJ Project, Mercedes-Benz Arena, Skyworth TV	23.7	Galderma	16.5	15
9	8	DDB	Playstation, Amway - Branding Project, GE Appliances, SKSHU Nail Color Brand	16.3		16.3	7
10	10	Town Square	Chevron	6.5		6.5	1
11	11	TBWA	Singapore Airlines	5.2		5.2	1
12	12	FF Shanghai	Turner	3.3		3.3	1
13	-	Anomaly	Johnnie Walker	3.1		3.1	1
14	14	VMLY&R	Roewe, Yida Project, Shinho, Yili Group Project, Abbott Project	2.9		2.9	6
15	13	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	2.3		2.3	6
16	40	FCB	Weltmeister	3.3	Mondelez - Chips Ahoy	2.0	1
17	15	Accenture Interactive	Arla	0.8		0.8	1
18=	16=	Merkley+Partners	Performix	0.7		0.7	1
18=	16=	Online Circle	Barilla	0.7		0.7	1
20	18	Isobar	Automobile Manufacture Company	12.2	Huawei China	-18.1	7
						482.6	171

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 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	Tourism New Zealand, Zhejiang YINMA Advertising Co. Ltd., Yili(Media Planning) AOR (Media Planning)	141.9		139.0	13
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	4	Spark Foundry	Electronics Brand Client	91.3		91.3	4
5	6	Havas Media	Platinum Guild International, Semir, SPD credit card, UnionPay	35.2		35.2	8
6	8	MediaCom	Allergan, Abbott Laboratories, Jahwa	19.9		19.9	3
7	5	dentsu X	Car Brand Client	18.6		18.6	7
8	7	Zenith	Friso (FrieslandCampina) , WeWork AOR	16.0		15.8	3
9	9	Universal McCann	Coty, Changi Airport	13.1		13.1	3
10	9	Carat	Beverage Company	11.2	Friso (FrieslandCampina)	-39.8	1
11	10	PHD	Disney Studio, Amazon, Google, Singapore Airlines	12.8	Huawei	-112.3	5
						400.5	63

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.