

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / May 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	Tencent Project, Tai Koo Hui Project, China Merchants Bank, Nestle (Content Studio)	136.8		136.8	47
2	2	Publicis	Nestle_Dairy Nesqino, DS, Alfa Romeo, OPPO Project, GSK	126.7		126.2	56
3	3	Digitas	Huawei China Project, SAIC Project, Marriot Project, UnionPay China, UFS 2019 BIC & KCLB Campaign Project	91.9		91.9	24
4	4	Saatchi & Saatchi	Yili-Baby Milk, Maeil Daily Project, Yili- Shuhua milk, SWW New car model (B-MPV), Geely	57.1		57.1	18
5	5	BBDO	Mercedes Benz Retainer , Remy Martin Project, Denza Retainer	48.9		48.9	6
6	6	Leo Burnett	Yili-Ambrosial, Yili-Satine, Mondelez - New Innovation platform, Uni-President-Orangeate Project, Pfizer Project	49.0	CCB	48.2	11
7	16	FCB	Alula infant milk powder Lactalis, Flixonase (OTC) GSK, Weltmeister	39.1	Mondelez - Chips Ahoy	37.9	3
8	7	Dentsu	Automobile Manufacture Company	34.9	Liby	30.3	8
9	9	DDB	Amway - Nutrilite, PlayStation, Amway - Branding Project, GE Appliances, SKSHU Nail Color	21.2		21.2	8
10	8	McCann WorldGroup	YILIGROUP Project, CJ Project, Mercedes-Benz Arena, Skyworth TV	23.7	Amway - Nutrilite	11.3	15
11	10	Town Square	Chevron	6.5		6.5	1
12	11	TBWA	Singapore Airlines	5.2		5.2	1
13	12	FF Shanghai	Turner	3.3		3.3	1
14	13	Anomaly	Johnnie Walker	3.1		3.1	1
15	14	VMLY&R	Roewe, Yida Project, Shinho, Yili Group Project, Abbott Project	2.9		2.9	6
16	15	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	2.3		2.3	6
17	24	R/GA	Pandora Jewelry Project	1.3		1.3	1
18	17	Accenture Interactive	Arla	0.8		0.8	1
19=	18=	Merkley+Partners	Performix	0.7		0.7	1
19=	18=	Online Circle	Barilla	0.7		0.7	1
						589.1	223

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / May 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	Volvo Dealers Project, Tourism New Zealand, Zhejiang YINMA Advertising Co. Ltd., Yili(Media Planning) AOR (Media Planning)	156.8		153.9	15
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		Charm Group	Volkswagen Group	48.9		48.9	1
6	5	Havas Media	Platinum Guild International, Semir, SPD credit card, UnionPay	35.2		35.2	8
7	7	dentsu X	Car Brand Client	18.6		18.6	7
8	8	Zenith	Friso (FrieslandCampina), WeWork AOR	16.0		15.8	3
9	9	Universal McCann	YILI Project, L'OCCITANE, Coty, Changi Airport	13.1		13.1	3
10	10	Carat	Beverage Company	11.2	ECCO	-31.6	1
11	6	MediaCom	Allergan, Abbott Laboratories, Jahwa	19.9	FAW-Volkswagen China	-45.3	3
12	11	PHD	Disney Studio, Amazon, Google, Singapore Airlines	12.8	Huawei China	-112.3	5
						407.2	66

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.