

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / June 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	Gore -Tex Project , Letaotao Project , Chengdu Universiade Project	144.3		144.3	54
2	2	Publicis	Nike , A2 Project , Clinique Project	139.2	Weigang	138.8	61
3	3	Digitas	Pernod Ricard , Tencent Project , Huawei China Project	99.6		99.6	26
4	6	Leo Burnett	Lincoln China , Audi Finance , VW Project	74.0	CCB	73.2	17
5	4	Saatchi & Saatchi	Lenovo Project, Yili-Baby Milk, Maeil Daily Project, Yili- Shuhua milk	67.4		67.4	21
6	5	BBDO	Mercedes Benz Retainer , Remy Martin Project, Denza Retainer	48.9		48.9	6
7	7	FCB	Alula infant milk powder Lactalis, Flixonase (OTC) GSK, Weltmeister	39.1	Mondelez - Chips Ahoy	37.9	3
8	8	Dentsu	Automobile Manufacture Company	42.2	Liby	37.6	11
9	9	DDB	Haier, Amway - Nutrilite, Kang Long	30.0		30.0	11
10	10	McCann WorldGroup	YILIGROUP Project, CJ Project, Mercedes-Benz Arena, Skyworth TV	30.6	Amway - Nutrilite	18.2	20
11	12	TBWA	Singapore Airlines	5.2		5.2	1
12	13	FF Shanghai	Turner	3.3		3.3	1
13	14	Anomaly	Johnnie Walker	3.1		3.1	1
14	-	Social Touch	Caltrate, Audi Ecommerce, Qiantu Digital	2.9		2.9	5
15	15	VMLY&R	Roewe, Yida Project, Shinho, Yili Group Project, Abbott Project	2.9		2.9	6
16	16	R/GA	Pandora Jewelry Project	1.3		1.3	1
17	17	Accenture Interactive	Arla	0.8		0.8	1
						682.5	265

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / June 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	General Mills Digital Project, Volvo Dealers Project, Tourism New Zealand	166.6	Intercontinental Hotels Group	163.7	17
2	2	Wavemaker	PPG, Huawei, South East Auto, Intercontinental Hotels Group, Little Red Book, Chimelong	157.7	Electronics Brand	112.0	12
3	3	OMD	Yili, Hun Li Ji, Amway, Shuanghui (WH Group)	107.7		96.5	5
4	4	Spark Foundry	Electronics Brand Client	91.3		91.3	4
5	5	Charm Group	Chang Ba, Volkswagen Group	49.1		49.1	2
6	6	Havas Media	Platinum Guild International, Semir, SPD credit card, UnionPay	35.2		35.2	8
7	10	Universal McCann	Nutriva, TATA Motors, Shiseido Project	33.8		33.8	8
8	7	MediaCom	Nature's Care, Allergan, Abbott Laboratories, Jahwa	20.2		20.2	4
9	8	dentsu X	Car Brand Client	18.6		18.6	7
10	9	Zenith	Friso (FrieslandCampina) , WeWork AOR	16.0		15.8	3
11	19	Carat	Beverage Company	11.2	ECCO	-31.6	1
12	20	PHD	Disney Studio, Amazon, Google, Singapore Airlines	12.8	Huawei	-112.3	5
						492.3	76

### 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.