

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	2	Ogilvy	Mondelez, Gore -Tex Project , Letaotao Project , Chengdu Universiade Project	188.8		188.8	76
2	1	Publicis	Enovate, Mondelez, Galderma Project	170.9	Weigang	170.5	73
3	3	Digitas	Mondelez Project, Huawei Project, Zehnder Project	128.5		128.5	35
4	-	Wunderman Thompson	Microsoft Project	122.6		118.3	14
5	4	Leo Burnett	CR Ng Fung Project, VW Jetta Project, Renault Project	81.1	CCB	80.3	23
6	5	Saatchi & Saatchi	Lenovo Project, Yili-Baby Milk, Maeil Daily Project, Yili- Shuhua milk	75.3		75.3	28
7	6	BBDO	Mercedes Benz Retainer , Remy Martin Project, Denza Retainer	48.9		48.9	6
8	7	FCB	Alula infant milk powder Lactalis, Flixonase (OTC) GSK, Weltmeister	39.1	Mondelez - Chips Ahoy	37.9	3
9	8	Dentsu	Automobile Manufacture Company	42.2	Liby	37.6	11
10	9	DDB	Haier, Amway - Nutrilite, Kang Long	33.9		33.9	13
11	10	McCann WorldGroup	Mercedes-Benz Arena, NBA, Fujifilm Project, Infinitus Project	42.6	Amway - Nutrilite	25.2	36
12	11	Havas Worldwide	Shanghai Vanke Zhongxing Road, Blue Moon, Jinjiang Louvre	15.3	Baiji Shenzhou	14.1	7
13	12	TBWA	Singapore Airlines	5.2		5.2	1
14	13	FF Shanghai	Turner	3.3		3.3	1
15	14	Anomaly	Johnnie Walker	3.1		3.1	1
16	15	Social Touch	Caltrate, Audi Ecommerce, Qiantu Digital	2.9		2.9	5
17	16	VMLY&R	Roewe, Yida Project, Shinho, Yili Group Project, Abbott Project	2.9		2.9	6
18	17	R/GA	Pandora Jewelry Project	1.3		1.3	1
19	18	Accenture Interactive	Arla	0.8		0.8	1
						944.2	357

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	Wavemaker	China Mobile, PPG, Huawei, South East Auto, Little Red Book, Chimelong	283.2	Electronics Brand	230.7	13
2	2	Mindshare	Dyson, Tai Kang Insurance, BP China Project, General Mills Digital Project	190.8	Intercontinental Hotels Group	187.9	29
3	3	OMD	Yili, Hun Li Ji, Amway, Shuanghui (WH Group)	108.4		97.2	6
4	4	MediaCom	Sony Electronics , Nature's Care, Allergan, Abbott Laboratories, Jahwa	96.0		96.0	12
5	5	Spark Foundry	Electronics Brand Client	91.3		91.3	4
6	6	Charm Group	China Unicom Digital , Chang Ba, Volkswagen Group	81.7		81.7	3
7	7	Universal McCann	Mattel, Nutriva, TATA Motors, Shiseido Project	37.0		37.0	9
8	8	Havas Media	Platinum Guild International, Semir, SPD credit card, UnionPay	36.5		36.5	9
9	9	denstu X	Car Brand Client	29.2		29.2	19
10	10	Zenith	Friso (FrieslandCampina), WeWork AOR	16.0		15.8	3
11	12	Initiative	Burger King	3.5		3.5	1
12	11	Vizeum	E-commerce Client	1.7		1.7	3
13	13	Carat	Vodafone Global	43.5	ECCO	0.6	6
14	14	Starcom	Novartis	6.5	Jahwa	-6.9	1
15	15	PHD	Disney Studio, Amazon, Google, Singapore Airlines	14.1	Huawei	-111.0	6
						791.4	124

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.