

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	Mondelez, Gore -Tex Project , Letaotao Project , Chengdu Universiade Project	189.3		189.3	78
2	2	Publicis	Nestle Project, Enovate, Mondelez, Galderma Project	171.6	Weigang	171.1	74
3	3	Digitas	UBS Project, Elion Project, Huawei China Project	135.1		135.1	40
4	4	Wunderman Thompson	Microsoft Project	125.4		121.1	16
5	9	Dentsu	Automobile Manufacture Company	93.7	Liby	89.0	47
6	6	Saatchi & Saatchi	Lenovo Project, Yili-Baby Milk, Maeil Daily Project, Yili- Shuhua milk	82.6		82.6	29
7	5	Leo Burnett	CR Ng Fung Project, VW Jetta Project, Renault Project	81.1	CCB	80.3	23
8	7	BBDO	Mercedes Benz Retainer , Remy Martin Project, Denza Retainer	48.9		48.9	6
9	10	DDB	Dairy Farm, Haier, Amway - Nutrilite, Kang Long	38.5		38.5	14
10	8	FCB	Alula infant milk powder Lactalis, Flixonase (OTC) GSK, Weltmeister	39.1	Mondelez - Chips Ahoy	37.9	3
11	11	McCann WorldGroup	Infinitus China Project, Ferrero Project, Cosmo Lady Project	48.5	Amway - Nutrilite	31.1	41
12	12	Havas Worldwide	Shanghai Vanke Zhongxing Road, Blue Moon, Jinjiang Louvre	15.3	Baiji Shenzhou	14.1	7
13	13	TBWA	Singapore Airlines	5.2		5.2	1
14	14	FF Shanghai	Turner	3.3		3.3	1
15	15	Anomaly	Johnnie Walker	3.1		3.1	1
16	16	Social Touch	Caltrate, Audi Ecommerce, Qiantu Digital	2.9		2.9	5
17	17	VMLY&R	Roewe, Yida Project, Shinho, Yili Group Project, Abbott Project	2.9		2.9	6
18	18	R/GA	Pandora Jewelry Project	1.3		1.3	1
19	19	Accenture Interactive	Arla	0.8		0.8	1
						1023.9	410

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Sep 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	227.5	13
2	2	Mindshare	Royal Caribbean Cruises, Dyson, Tai Kang Insurance, BP China Project	200.6	Intercontinental Hotels Group	197.7	30
3	3	OMD	Yili, Hun Li Ji, Amway, Shuanghui (WH Group)	114.9		103.7	8
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	8	Havas Media	Lee Kum Kee, Puma, Hang Seng Bank(OOH)	65.5		65.5	14
8	7	Universal McCann	Mattel, Nutriva, TATA Motors, Shiseido Project, Meituan, American Express, Tencent Cloud Project	49.4		49.4	14
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, FujiFilm - Instax	3.6		3.6	2
12	11	Vizeum	E-commerce Client	1.7		1.7	3
13	13	Carat	Vodafone Global	48.6	ECCO	-5.1	11
14	14	Starcom	Novartis	6.5	Jahwa	-10.2	1
15	15	PHD	Disney Studio, Amazon, Google, Singapore Airlines	14.1	Huawei	-111.0	6
						837.0	143

### 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.