

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Mar 2020

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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	Tian Wang Watch Project	96.4		96.4	43
2	2	lsobar	TCL Electronics digital	65.4		65.4	15
3	7	Sapient	Mercedes-Benz Project	50.6		50.6	10
4	3	Havas Worldwide	Yili Group, AIRBUS Project, Bayer Hong Kong Redoxon Project	36.2		36.2	3
5	4	Wunderman Thompson	Estee Lauder project, ALDI project, Johnson & Johnson, Unilever project	31.8		31.8	21
6	15	Dentsu	Chengdu ICC Project, Mondelez Biscuit Project, Ferrero Project, FILA Project	23.0		23.0	19
7	6	VMLY&R	Intel, Amorepacific Project, Mars Project	21.7		21.7	6
8	5	Publicis	General Mills -Haggendaz Project, Sanofi project, BeiGene project	21.6		21.6	19
9	8	BBH	WM Motor	13.0		13.0	1
10	9	Saatchi & Saatchi	Chengdu ICC Project, Mondelez Biscuit Project, Ferrero Project, FILA Project	11.7		11.7	4
11	10	Leo Burnett	Skoda Project, Ford/Lincoln, Volkswagen Project, Uni- President Project, McDonald's	11.7		11.7	9
12	11	McCann WorldGroup	IT Client	6.1		6.1	9
13	12	BBDO	Amore Pacific (Mamonde) Global project	2.0		2.0	1
14	13	DDB	Amway Chinese Medicine Product (Strategy Part) Project	0.2		0.2	1

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Mar 2020

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	MediaCom	Hasbro, alibaba, Audi Digital, Shanghai Volkswagen and Skoda, PSA	110.5		110.5	11
2	3	Mindshare	PepsiCo, L'Occitaine, Yili Digital Planning, Coloplast medical devices Project	99.7		99.7	5
3	1	Zenith	Shanghai General Motors	114.1		99.5	1
4	4	Wavemaker	Daimler	97.8		97.8	1
5	5	OMD	Lisboa Grande	99.2	Hasbro	96.9	2
6	20	Carat	AmorePacific, Mengniu China, Heineken, Tapestry	88.7	Diageo	75.7	11
7	6	CIG	Audi Digital	32.6		32.6	1
8	13	Vizeum	FMCG Client	5.0		5.0	2
9	8	Starcom	Shanghai Disney Resort	11.4	Heineken	4.5	2
10	7	PHD	Diageo	17.4	AmorePacific	-0.3	2
11	9	Universal McCann	Emirates Airlines	2.0	Tapestry Inc.	-0.7	3
12	10	Havas Media		0.0	Emirates Airlines	-1.0	0
13	11	dentsu X	Car Client	35.1	Shanghai Volkswagen and Skoda	-5.2	6
						045.0	47

615.0

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 R0I.