

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jan 2021

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RANK THIS Month	RANK LAST MONTH	AGENCY	RECENTWINS	ESTIMATED YTD WIN REVENUE (RMB	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ¥m)	No.of Wins
1	1	Ogilvy	Tommy Hilfiger China, CBA, Harway Supply	48.8		48.8	24
2	2	Sapient	Alfa Romeo, SCHUCO, NBA Project	19.0		19.0	9
3	5	Publicis	Yue sai, Arla, Nivea	12.9		12.9	11
4	9	Leo Burnett	Yili Yousuanru	11.9		11.9	7
5	15	ввн	GARENA ONLINE PRIVATE LIMITED - Free Fire Project	11.4		11.4	2
6	12	BBDO	Restaurant Client	4.4		4.4	7
7	7	Havas Worldwide	Bytedance Technology Co Project, Xin Xuan Project,	3.9		3.9	2
8	8	Saatchi & Saatchi	Siemens Project, YanJing Beer project	2.8		2.8	3
9	19	Grey Group	HSBC Life	0.4		0.4	1
10	13	McCann WorldGroup	Florasis Project	0.1		0.1	1

2021 Jan:	1,258.6	639
2020 Jan:	1,244.8	537
YoY Comparison:	1.1%	19.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jan 2021

RANK THIS Month	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB ¥m)		ESTIMATED OVERALL YTD REVENUE (RMB ¥m)	No.of Wins
1	3	Zenith	L'Oreal, Sanofi	200.2		200.2	2
2	6	PHD	DIDI, CALZEDONIA	48.9		48.9	2
3	2	Wavemaker	SAIC - L, Brita, XINGYIN (RED)	46.5		46.5	10
4	16	Havas Media	Infiniti, J&J Acuvue	17.8		17.8	2
5	5	MediaCom	Longi, Ecco, K11	6.4		6.4	3
6	7	OMD	Tencent Financial Technology, AliExpress	0.9		0.9	2
7	14	Spark Foundry	Alibaba Cloud Project	0.5		0.5	1
8	1	Mindshare	Health & Happiness Group Project, Ford China Project	22.2	L'Oreal	-173.5	4

2021 Jan:	1,455.3	172
2020 Jan:	975.5	178
YoY Comparison:	49.2%	-3.4%

2021 Creative & Media (Jan)	2,713.9	811
2020 Creative & Media (Jan)	2,220.3	715
YoY Comparison:	22.2%	13.4%
YoY Comparison:	22.2%	13.4%

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.