R3 WORLDWIDE

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Apr 2022

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	Chinese Basketball Association, H&M,Hisilicon	155.4		155.1	100
2	2	Wunderman Thompson	FMCG Client	70.7		70.7	39
3	7	VMLY&R	Mondelez, TCL Project	38.2		38.2	2
4	5	McCann WorldGroup	Xiao mi Project，Ralph Lauren Project，Mentholatum Project	27.3		27.3	12
5	3	BBDO	IHG, Airwallex Project, Baillie Gifford	24.8		24.8	14
6	4	Grey Group	Monster Energy, General Motors	23.2		23.2	3
7	16	Isobar	KFC Project, Standard Foods Project, Mary Kay	15.7		15.7	5
8	10	Dentsu McGarryBowen	JunLeBao Dairy Industry, SAIC Mortor, Shiseido	14.8		14.8	4
9	6	Havas Worldwide	Wheelock Properties (Hong Kong) Limited Project	2.6		2.6	1
10	8	DDB	Hennessy GTR MP (SOT Campaign) Project	0.7		0.7	1

2022 (Jan-Apr):	373.1	181
2021 (Jan-Apr):	550.4	264
YoY Comparison:	-32.2%	-31.4%

R3 WORLDWIDE

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 2022

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	-	Publicis Media	PepsiCo	130.4		130.4	1
2	2	PHD	Saic Roewe, World Gold Council	43.7		43.7	6
3	4	Wavemaker	Meituan, Epson - Printer, Versace	56.1	World Gold Council	38.2	15
4	3	OMD	Yili，Shinho Food, Frieslandcampina, Levi's, Estee Lauder Companies	28.7		28.7	5
5	1	Mindshare	Xiao Xiniu, Hoya, Dencare	153.1	PepsiCo	22.7	15
6	11	Havas Media	Genesis	19.2		19.2	1
7	5	dentsu X	Mengniu Digital Media	13.0		13.0	1
8	6	MediaCom	Tencent FiT, PUBG/AOV, Gobi, GOBI	1.1		1.1	6
9	9	Carat	L'oreal Travel Retail	1.0		1.0	1
10	7	Universal McCann	Dongfeng Yueda Kia Project	0.3		0.3	1

2022 (Jan-Apr):	298.4	52
2021 (Jan-Apr):	416.5	63
YoY Comparison:	-28.4%	-17.5%

2022 Creative & Media (Jan-Apr)	671.5	233
2021 Creative & Media (Jan-Apr)	966.9	327
YoY Comparison:	-30.6%	-28.7%

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 Apr keting ROI.