

2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Apr 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	2	Ogilvy	Huawei, Automotive Brand Project	73.1		69.6	47
2	1	BBDO	HuaXI Zi Project, Michelin, Shiseido - Aupres, JLR SOCIAL, Alibaba	62.0		62.0	14
3	7	MSL	Confidential Client	48.9		48.9	25
4	3	VML	RealBio Technology,	19.9		19.9	22
5	4	Dentsu McGarryBowen	CPG Client	19.6		19.6	15
6	18	Leo Burnett	Confidential Client	16.3		16.3	5
7	10	Publicis Worldwide	Nutricia Project, Zhonghong Bioengineering Co.,Ltd.	15.7		15.7	8
8	5	Grey Group	CHANEL Project, Haleon Project	13.7		13.7	5
9	22	ввн	Confidential Client	13.0		13.0	1
10	8	IDC Creations Production Studio	Confidential Client	10.4		10.4	8
11	9	Prodigious	BOSE CORPORATION Project, CHARLOTTE TILBURY BEAUTY LTD	9.8		9.8	5
12	11	Digitas	Huawei China Project, Lee Kum Kee Project	9.8		9.8	3
13	13	Saatchi & Saatchi	Confidential Client	9.8		9.8	5
14	17	G4 Advertising	Confidential Client	6.5		6.5	3
15	19	MetaDesign	Confidential Client	3.9		3.9	2
16	6	MullenLowe Group	Diageo Tequila, Hongene Biotech, Johnnie Walker	1.8		1.8	3

2024 (Jan-Apr): 326.6 171
2023 (Jan-Apr): 238.8 121
YoY Comparison: 36.8% 41.3%

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2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Apr 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Wavemaker	TCL, KEEP, Cindy Chao, FOTILE (Performance)	120.1		120.1	16
2	2	Mindshare	Qualcomm, TCL, Heytea Project, Haidilao, Lincoln & Ford, BIOSTIME	93.3		93.3	7
3	12	Havas Media	SAICGM, Amore Pacific, Sketchers	18.6		18.6	3
4	6	Zenith	Auto Client	2.9		2.9	3
5	3	PHD	SAIC Volkswagen	2.0		2.0	1
6	8	Starcom	CPG Client	1.0		1.0	1
7	4	OMD	Japan Yakult	0.2		0.2	1
					2024 (Jan-Apr):	238.0	32
					2023 (Jan-Apr):	501.8	54
					YoY Comparison:	-52.6%	-40.7%
					2024 Creative & Media (Jan-Apr):	564.6	203
					2023 Creative & Media (Jan-Apr):	740.6	175
					YoY Comparison:	-23.8%	16.0%

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 Aprketing R0I.

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