



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jul 2024

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	Muji, Honor Project, Shaolin Temple	160.3		156.9	87	
2	3	MSL	Confidential Client	93.9		93.9	48	
3	2	BBDO	RollsRoyce, Brown brothers, Seres AITO (Huawei AUTO)	65.2		65.2	17	
4	13	Saatchi & Saatchi	Anta Sports Products Limited Project, Carl Zeiss (Shanghai) Co.,	35.9		35.9	15	
5	11	Prodigious	Chow Tai Fook Project, Heineken Trading (Shanghai) Co., Ltd. Project,	29.3		29.3	11	
6	7	Publicis Worldwide	GlaxoSmithKline (GSK) Project	28.7		28.7	13	
7	6	Leo Burnett	Confidential Client	22.8		22.8	7	
8	10	IDC Creations Production Studio	Confidential Client	22.2		22.2	17	
9	4	VML	RealBio Technology,	19.9		19.9	22	
10	5	Dentsu McGarryBowen	CPG Client	19.6		19.6	15	
11	12	Digitas	Huawei China Project, Lee Kum Kee Project	17.6		17.6	7	
12	9	BBH	Roborock Project	17.0		17.0	3	
13	8	Grey Group	CHANEL Project, Haleon Project	13.7		13.7	5	
14	14	G4 Advertising	GlaxoSmithKline (China) Investment Co., Ltd Project	10.4		10.4	6	
15	15	MetaDesign	Confidential Client	7.8		7.8	4	
16	19	Havas Worldwide	ALLERGAN Project, GAC Motor Project, Huawei Mossel Project	7.8		7.8	3	
17	24	Publicis Luxe	FMCG Client	3.3		3.3	1	
18	-	Gusto Collective	Singapore Tourism Board PR	2.6		2.6	1	
19	16	MullenLowe Group	Diageo Tequila, Hongene Biotech, Johnnie Walker	1.8		1.8	3	
20	18	McCann Worldgroup	Dewar's Project	0.3		0.3	1	
						2024 (Jan-Jul):	576.7	286
						2023 (Jan-Jul):	677.8	380
						YoY Comparison:	-14.9%	-24.7%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Jul 2024

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	-	Spark Foundry	Yum! Restaurants, AB VOLVO	219.8		219.8	3
2	7	Starcom	Nestle (China) Ltd.	137.3		137.3	2
3	1	Publicis Media	Yum Brands	130.4		130.4	1
4	2	Wavemaker	FOTILE (KOL), Honor (Olympic Migu campaign) Project, Honor (Weibo)	123.1		123.1	20
5	3	Havas Media	Vivo, ByteDance, JMC Ford, Florasis (Huaxizi), SAICGM, Amore Pacific,	22.8		22.8	7
6	5	Zenith	JD Sport	7.2		7.2	6
7	4	OMD	Deckers Brands (HOKA), Beiersdorf (Chantecaille)	6.1		6.1	6
8	6	PHD	Singapore Airlines, SAIC Volkswagen	2.9		2.9	2
9	8	Initiative	PopMart	1.0		1.0	1
10	9	Mindshare	Qualcomm, TCL, Heytea Project, Haidilao, Lincoln & Ford, BIOSTIME	93.3	Yum Brands	(37.2)	8

2024 (Jan-Jul):	613.3	56
2023 (Jan-Jul):	688.1	73
YoY Comparison:	-10.9%	-23.3%

2024 Creative & Media (Jan-Jul):	1,190.1	342
2023 Creative & Media (Jan-Jul):	1,365.8	453
YoY Comparison:	-12.9%	-24.5%

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 Junketing ROI.