



## 2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Aug 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	Estee Lauder/Clinique Lab, Disney Studios	163.6		160.2	92	
2	2	MSL	Confidential Client	93.9		93.9	48	
3	3	BBDO	JLR CNY CAMPAIGN Project, RollsRoyce, Brown brothers, Seres	65.9		65.9	18	
4	4	Saatchi & Saatchi	Anta Sports Products Limited Project, Carl Zeiss (Shanghai) Co.,	35.9		35.9	15	
5	5	Prodigious	Chow Tai Fook Project, Heineken Trading (Shanghai) Co., Ltd. Project,	29.3		29.3	11	
6	6	Publicis Worldwide	GlaxoSmithKline (GSK) Project	28.7		28.7	13	
7	7	Leo Burnett	Confidential Client	22.8		22.8	7	
8	8	IDC Creations Production Studio	Confidential Client	22.2		22.2	17	
9	9	VML	RealBio Technology,	19.9		19.9	22	
10	10	Dentsu McGarryBowen	CPG Client	19.6		19.6	15	
11	11	Digitas	Huawei China Project, Lee Kum Kee Project	17.6		17.6	7	
12	12	BBH	Roborock Project	17.0		17.0	3	
13	13	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	16	Havas Worldwide	ALLERGAN Project, GAC Motor Project, Huawei Mossel Project	7.8		7.8	3	
17	20	McCann Worldgroup	Cherries From CHILE Project, AlgaeCal Project	4.1		4.1	4	
18	17	Publicis Luxe	FMCG Client	3.3		3.3	1	
19	18	Gusto Collective	Singapore Tourism Board PR	2.6		2.6	1	
20	19	MullenLowe Group	Diageo Tequila, Hongene Biotech, Johnnie Walker	1.8		1.8	3	
						2024 (Jan-Aug):	584.5	295
						2023 (Jan-Aug):	705.7	403
						YoY Comparison:	-17.2%	-26.8%



# 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / Aug 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB ȳm)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ȳm)	No. of Wins	
1	1	Spark Foundry	Yum! Restaurants, AB VOLVO	219.8		219.8	3	
2	2	Starcom	Nestle (China) Ltd.	137.3		137.3	2	
3	3	Publicis Media	Yum Brands	130.4		130.4	1	
4	4	Wavemaker	FOTILE (KOL), Honor (Olympic Migu campaign) Project, Honor (Weibo)	123.1		123.1	20	
5	5	Havas Media	Vivo, ByteDance, JMC Ford, Florasis (Huaxizi), SAICGM, Amore Pacific,	22.8		22.8	7	
6	7	OMD	Turkish Airline, Deckers Brands (HOKA), Beiersdorf (Chantecaille)	12.6		12.6	7	
7	6	Zenith	JD Sport	7.2		7.2	6	
8	8	PHD	Singapore Airlines, SAIC Volkswagen	5.5		5.5	4	
9		Digitas	Junlebao	3.9		3.9	4	
10	9	Initiative	PopMart	1.0		1.0	1	
11	10	Mindshare	Qualcomm, TCL, Heytea Project, Haidilao, Lincoln & Ford, BIOSTIME	93.3	Yum Brands	(37.2)	8	
						2024 (Jan-Aug):	626.4	63
						2023 (Jan-Aug):	710.9	76
						YoY Comparison:	-11.9%	-17.1%
						2024 Creative & Media (Jan-Aug):	1,210.9	358
						2023 Creative & Media (Jan-Aug):	1,416.6	479
						YoY Comparison:	-14.5%	-25.3%

**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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.