

CREATIVE AGENCIES NEW BUSINESS LEAGUE

China/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB ¥m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ¥m)
1	1	Ogilvy	Cross Gate Project, Old Navy, Samsonite, Herborist	113.90	Johnny Walker Digital	101.30
2	2	McCann WorldGroup	Godiva, Hsu Fu Chi Food, Ban Cheng Liquor Project	77.90		77.90
3	3	Dentsu	GTMC Project, Bridgestone Project, Guangfa Band Project	35.62		29.32
4	4	JWT	AIG, New Balance, CLP Group Project	18.46		18.46
5	5	Saatchi & Saatchi	Volkswagen	12.60		12.60
6	12	DDB	Bentley Creative, Tsingtao Beer	24.60	Volkswagen (Some Brands)	12.00
7	6	Lowe	Arda Kitchen Appliances, HNA Group, Anta Kids	11.97		11.97
8	7	Publicis	Intel Embedded System, Master Kong (biscuits & cookies)	25.83	FMCG Client	6.93
9	8	BBDO	Merck Clarityne, Choi Tai Fook & Platinum Project, BandAid Project	5.67		5.67
10	13	Leo Burnett	Yili (Pureday Yogurt & Da Guo Li Yogurt)	4.98		4.98
11	10	SapientNitro	MetLife, Citibank Project	4.91		4.91
12	11	Y&R	Johnny Walker Digital	6.49	Microsoft CRM	4.60
13	9	TBWA	Lee Project, TCL Project, CAPSA Project	5.26	Tsingtao Beer	2.90
14	14	M&C Saatchi	Sony China Project	0.25		0.25
15	15	Grey Group		0.22		0.22
16=	16=	BBH		0.00		0.00
16=	16=	DraftFCB		0.00		0.00
16=	16=	Wieden & Kennedy		0.00		0.00
16=	16=	Iris		0.00		0.00
16=	16=	Bates		0.00		0.00
21	21	Havas Worldwide	Lion Systema, BOC Corporate	20.79	Master Kong (Biscuits & Cookies)	(4.41)

MEDIA AGENCIES NEW BUSINESS LEAGUE

China/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (RMB ¥ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ¥ m)
1	1	Mindshare	Pepsi, L'Oreal China, Volvo	143.33	Glico	134.03
2	2	Carat	Ai Zhi Wei, Nokia (Digital), Cooper Vision (Search)	126.12	Ho Tram Hotel	102.32
3	5	Havas Media	Bausch+Lomb, Kose Project, Taikang Project	36.04		36.04
4	10	ZenithOptimedia	Sands, Tsinghua Tongfang, 1Smart	24.19	Club Med	20.96
5	3	PHD	Finance Client	16.54		16.54
6	4	OMD	Beiersdorf, Yili (TV Buying), Nutricia Early Life Nutrition	83.60	Pepsi	14.30
7	6	Vizeum	Glico, C&S Electricals	11.62		11.62
8	7	MediaCom	Nissin Fooda, MoMo China	8.98		8.98
9	8	Dentsu Media	Auto Client	5.35		5.35
10	9	Starcom MediaVest	Liby (Search), Guangzhou Mobile, Quicksilver	5.04		5.04
11	11	Initiative	CPA	0.35		0.35
12	13	Maxus		0.00	Technology Client	(7.67)
13	14	Universal McCann	Regus	0.32	Microsoft (B2B)	(12.29)
14	12	MEC	HuiYuan Juice, Ho Tram Hotel	4.27	Microsoft (B2C)	(7.94)

The R3 New Business League has been compiled each of the last 141 months using data supplied by 26 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 ROI for clients across the region.