



2006 China Agency Report  
with profiles of the agencies

**《中国广告》与R3联合发布**

**2006中国广告代理综合评估报告**



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The advertising industry in China today does not lack scale, what is missing, however, is the appropriate levels of consistency, transparency and metrics. This in turn leads to an incomplete system of standards and professional norms. The lack of a professional industry evaluation structure highlights this inadequacy. It is important to note that related government agencies, advertising industry organizations and a number of research and analysis companies have made tremendous contribution to the construction of an evaluating system. It should be pointed out, however, that at the same time the building of an industry evaluating system can not be rushed but requires a process of accumulation and evolution. From this perspective China's advertising evaluation system is still at an early stage of development and so far a suitable adaptive and commonly acknowledged standard methodology and procedure for the evaluation of advertising companies has yet to be produced. There is still a long road to travel in establishing a system that is at once scientific, complete and thorough. Take the evaluation of advertising companies in China for example, which is still limited by laws on publishing of revenues. The value of branding, creativity and service, more important from the perspective of advertising companies, are not incorporated in analysis or given due attention.

今天的中国广告业并不缺少规模,缺少的是与这种规模相适应的尊严。而尊严的缺失很大程度上来自于专业度的不足,而专业度的不足很大程度上又恰恰缘于标准与规则的不健全,其中最为重要的方面之一,是缺乏行业专业评估系统的建设。应该看到,相关政府机构、广告行业的协会组织与先行的一批数据调查分析公司,已经在评估系统的构建上做出了很大努力,同时,也应指出,行业评估系统的建立不是一蹴而就的,而是必须经历一个积累与演进的过程。从这样一个角度看,中国广告评估系统的建立还处于初级阶段,从适应性与公共性上来看,一种普遍可用于评估广告公司的方法与程序并没有出现。而从评估系统的科学、健全与精细程度来看,我们要走更长的路。例如:目前国内广告公司基本还是根据公开发布的营业额进行评估。对于广告公司来说更为重要的品牌力、创造力与服务力等重要价值并没有得到关注与有效统计及分析。

Putting together an advertising market standard and evaluation system requires a joint effort and long term, unfaltering investment of time and energy from administrative agencies, relevant research institutes, and the media and advertising world. The China Advertising magazine and R3 jointly produced C-R3 advertising agency evaluation system puts more attention on creative and service capabilities that fall out of the reach of simple revenue based rankings, as well as agency image and projects taken up on behalf of new clients. This series of elements that measure an agency's ability are all subjected to quantitative analysis. Accordingly, the advertising industry and society as a whole will achieve a clearer understanding of the overall capabilities of advertising companies. This is definitely an indicator of the growing maturity of the Chinese advertising industry.

广告市场标准及其评估系统的构建,需要管理机构、相关研究机构、媒体以及业界有识人士的共同努力与长期、坚决的投入与探索。中国广告杂志社与R3公司联合推出的C-R3的广告代理评估体系,更多注意到了广告公司除营业额外的创造与服务能力,代理形象以及新客户的业务贡献,诸如此类关系到广告代理能力的一系列要素得到了量化的分析,从而使广告主与整个社会对于广告公司的综合能力状况有了更清晰地了解。这是中国广告业走向成熟的标志。

This is the 2006 4A advertising company evaluation report, following which we will produce the C-R3 advertising company planning and creativity gold top 50 rankings, in cooperation with R3. This will be the first time 4A and local Chinese advertising companies are evaluated according to a single standard.

这里公布的是2006年4A广告公司的评估报告,下期我们将与R3公司联合推出C-R3中国品牌广告公司策划与创意金榜50强,这是中国首次发布的将4A与本土广告公司放在一个标准下评估的广告公司综合评估报告,敬请期待。



GOH SHU FEN  
PRINCIPAL of R3

**吴淑芬**  
胜三公司总裁

Goh Shu Fen co-founded R3 in 2002, still today, Asia's only consultancy to help marketers and their agencies improve their efficiency and effectiveness. She started her career as a marketer, before joining Ogilvy and M&C Saatchi, combined for more than a decade. In the last five years, R3 has devoted over 50% of its energy to the China market, helping a select group of clients gain insight and improved performance into their agency relationships, while at the same time giving transparency to the industry in terms of this report and other research.

You can contact her at [shufen@rthree.com](mailto:shufen@rthree.com)

吴淑芬女士于2002年与合伙人合作创办胜三公司。到今天为止，该公司仍为亚洲地区唯一一家帮助广告主及其广告公司提高营销效率和效力的咨询顾问公司。吴女士刚刚从业时，其身份为广告主。随后她曾加入奥美和尚奇两家广告公司工作，并在其间度过了十余年的时光。在过去5年中，胜三将超过50%的精力投入于中国市场，帮助其主要客户获得对于市场的深入见解，并帮助促进和协调他们与代理公司之间的关系，同时还通过这份报告以及其他调查研究来为整个行业带来更高的透明度。您可以写信到[shufen@rthree.com](mailto:shufen@rthree.com)来联系她。

2006 was just another milestone in the ongoing maturity of the industry in China. We saw an unprecedented level of mergers, partnerships

in acquisitions – with local firms such as Always, APEX, Betterway, Citic Guoan, Unisono and a number of others changing their ownership structures. We saw the emergence of China's creative work on the world stage – with China based agencies winning more and more awards in Cannes, D&AD, Clio and One Show. All signs are indicating China's desire and ambition to extend its influence beyond its 1.3 billion mouths and wallets. In the words of the revered Haier chairman, Zhang Ruimin, companies with no global business will be acquired by those who do. In the last 20 years, Haier has grown from a start up to now being fourth largest white goods manufacturer with factories in North America and Pakistan. In the same period, China's advertising has grown tremendously, China has more advertising agencies than any other market, yet few had extended its wings beyond China. We have no doubt that this will be a reality, if China's local agencies adopt the same mindset of globalisation and enterprise, focusing on ideas and business know-how that transcend boundaries. This is the reason why in this year's report, we feel it's opportune to include local agencies who have invested in time, processes, tools and talent to close the gap against international agencies.

Most importantly, brands in China needs agencies that can take them global tomorrow, and they will select the best possible partner they can leverage, be it local or 4As agencies. It is therefore important that we persist for international standards, and persist to assess our industry in a way that adopts global recognised methodology.

2006年是中国广告行业持续增长过程中的另一个里程碑性的年份。我们看到国际公司与本土公司空前繁荣的合并与合作 – 奥维思、阿佩克思、百达辉琪、中信国安、尤尼森等等这些本土公司，他们正在积极地变革其所有制结构。同时，我们看到中国的创意作品在世界舞台上发光发亮 – 在戛纳、英国D&AD、克里奥以及金铅笔等世界级广告节中，中国地区的广告公司不断赢得更多更广泛的奖项。所有这些迹象都表明中国在13亿人口和荷包之上再扩大自身影响的渴望和野心。引用尊敬的海尔总裁张瑞敏的一句话，没有国际业务的公司将会被那些拥有国际业务的公司所取代，海尔从一个刚起步的集团，到现在已经发展成为世界第四大白色家电制造商，在北美和巴基斯坦都有工厂。同时，中国的广告行业正在快速地发展，中国的广告公司数量已经比任何一个市场都多，虽然只有为数不多的广告代理扩展了中国之外的市场。张瑞敏的话将是一个毫无争议的现实，如果中国的广告公司也采用全球化及大企业的思维模式，并且将注意力集中在创意和跨国界的商业技巧的话。这就是为什么在今天的报告里，我们觉得将本地广告代理包括进来非常的适宜，而这些本地的广告公司为了缩小与国际的广告公司差距，付出了宝贵的时间，流程，工具和才智。

最重要的是，中国的品牌需要一个广告代理来帮助他们在未来能全球化，他们会挑选最好的最有可能推动其品牌发展的合作伙伴，无论是本地的还是国际的广告代理。这就是为什么我们坚持用国际标准和国际认可的方法论来评估我们广告行业的重要原因。

However, this second annual report, the 2006 survey, will always be controversial, as we attempt to capture thousands of people's output and talent across dozens of companies in just a few short pages. One thing we always stress is that this report is NOT a ranking, but a Report Card – it is using the best independent data available in China to give some perspective on a market, where this is otherwise very difficult. Assessing an agency anywhere on earth for the last 12 months is still an inexact science, requiring judgement, insight and ultimately opinion. We hope marketers and agencies alike find this a useful report. Finally, we would like to express our sincere thanks to the team at China Advertising, without whose support this kind of analysis would not be possible

第二期的年度报告-2006调查报告-将仍然具有争议性，因为我们试图在几张纸中涵盖几十家公司几千名人员一年来的工作和成绩，这其中不免有所疏漏。需要着重指出的是，这份报告不是一张排名表，我们更希望大家能够把它看成一个报告卡片 – 我们利用在中国地区能够得到的最佳的独立数据来提供我们对于市场的看法，而这一点本身具有极大的困难性。我们认为个在地球上任何一个角落，试图评估一家广告公司在过去12个月中的表现，都是一种难以达到精准的科学，因为其中必然包含了评估者的判断、深入的分析以及最终的看法。在此我们衷心地希望这份报告能够为广大的广告主及其广告公司提供其能够提供的最大帮助。最后，我们向《中国广告》表示诚挚的谢意，没有他们的支持，此报告将止步于空想阶段，谢谢。

## METHODOLOGY 调研方法论

This report sets up four basic areas for analysis of each 4A's creative and media agency.  
此报告对每一家4A创意及媒介广告公司的分析均基于以下4个基本的评估标准。

### 评分说明 SCORE KEY

9分 Outstanding (杰出) 8分 Excellent (卓越) 7分 Good (挺好)  
6分 Satisfactory (满意) 5分 Adequate (基本满意) 4分 Below average (低于平均水平)  
3分 Poor (差劲) 2分 A year to forget (一年内将被遗忘) 1分 Survival in question (生存)

### CREATIVE AGENCIES 创意代理

#### 1. NEW BUSINESS (25%)

Business won and lost as reported in the R3 Asia Pacific New Business League was the basis for this. For the three creative agencies that do not participate in this league, an estimate of new business was made

##### 1. 新业务 (25%)

胜三亚太新业务排行榜中所记载的业务得失是这一评估标准的基准。对于未参与此排行榜的三家创意公司，他们的新业务情况基于估测。

#### 2. CREATIVE AWARDS (25%)

We collected results from 2006 of the Cannes Awards, Clio Awards, One Show and D&AD and combined this with local results of the China Effie Awards and the China Advertising Awards, the two most prestigious from a wide mix of awards.

##### 2. 创意奖项 (25%)

我们对2006年颁发的戛纳广告奖、克里奥广告奖、金铅笔广告奖以及英国D&AD广告奖，以及本土一系列奖项中最具声望的中国艾菲奖以及中国广告奖进行综合评分。

#### 3. INITIATIVES AND PERFORMANCE (25%)

We use opinion and judgement to assess each agency's initiatives and performance throughout 2006, specifically in the area of acquisitions, attracting new talent, opening new divisions, and producing quality work for big clients

##### 3. 首创以及表现 (25%)

我们用自己的见解和判断来评估每家公司在2006年中的首创性活动以及表现情况，尤其是在并购、吸引新的人才、建立新的分支机构以及为主要客户创作高水准的作品这几个方面。

#### 4. AGENCY PERCEPTION STUDY (25%)

We used the results of 220 interviews with senior marketers in China in regards to their creative agencies – both a combination of Perception (all agencies by all clients) and Reality (current agencies by current clients)

##### 4. 广告公司形象调查 (25%)

我们曾对中国地区的资深广告主进行采访，其中针对其与创意公司合作情况的访问共计220次，在这里我们将结果作为评估的标准之四，该结果是看法（所有客户对于所有广告公司）与实际情况（现有客户对于现有广告公司）的综合。

### MEDIA AGENCIES 媒介代理

#### 1. NEW BUSINESS (25%)

Business won and lost as reported in the R3 Asia Pacific New Business League was the basis for this. For the two media agencies that do not participate in this league, an estimate of new business was made

##### 1. 新业务 (25%)

胜三亚太新业务排行榜中所记载的业务得失是这一评估标准的基准。对于未参与此排行榜的两家创意公司，他们的新业务情况基于估测。

#### 2. AGENCY BILLINGS (25%)

We used our own analysis of China based agency billings, using public sources and our own estimates

##### 2. 流水额 (25%)

通过我们对于中国地区广告公司流水额的分析得出，主要运用公共资源以及我们自行进行的估算。

#### 3. INITIATIVES AND PERFORMANCE (25%)

We use opinion and judgement to assess each agency's initiatives and performance throughout 2006, specifically in the area of acquisitions, attracting new talent, opening new divisions, and producing quality work for big clients

##### 3. 首创以及表现 (25%)

我们用自己的见解和判断来评估每家公司在2006年中的首创性活动以及表现情况，尤其是在并购、吸引新的人才、建立新的分支机构以及为主要客户创作高水准的作品这几个方面。

#### 4. AGENCY PERCEPTION STUDY (25%)

We used the results of 187 interviews with senior marketers in China in regards to their media agencies – both a combination of Perception (all agencies by all clients) and Reality (current agencies by current clients)

##### 4. 广告公司形象调查 (25%)

我们曾对中国地区的资深广告主进行采访，其中针对其与媒介公司合作情况的访问共计187次，在这里我们将结果作为评估的标准之四，该结果是看法（所有客户对于所有广告公司）与实际情况（现有客户对于现有广告公司）的综合。

# MEDIA AGENCIES

## 媒体代理评比报告

**WPP-Mindshare**  
WPP集团 - 传立媒体

8分

Last Year 上年得分 8分



As the leading force in Group M, Mindshare had a positive 2006, cementing a closer relationship with some key clients, growing staff and building more competitive advantages. While it lost the new business leadership role to OMD for the first time, Andrew Meaden from Shanghai and Rob Hughes from Beijing led the team to win more than its fair share of new business. The year started with Nestle coming in after a protracted review against Zenith and UM. Yakult and Heinz also came in, along with the massive Roewe business and Glico, In a strong year for pharmaceutical, the agency started relationships with Yibai and Sichuan Baili amongst others. No other agency is a more feared competitor in China right now 作为群邑媒介集团的旗舰, 传立媒体迎来了积极的一年: 他们与重要客户继续保持紧密的合作关系, 员工数大幅上涨并且筑起更具竞争力的领先优势。尽管近些年来首次在新业务表现上略逊于浩腾媒体, 但是上海和北京的两位首脑Andrew Meaden和Rob Hughes还是带领各自团队保持强劲的新业务增长势头。在漫长的雀巢业务比稿中, 传立战胜了实力和优势麦肯开了一个好头, 随后传立再获得了统一饮料、养乐多、亨氏、A.O.史密斯、格力高、美津浓以及重要的上汽集团荣威汽车业务。传立还和本土制药公司, 包括一佰制药和四川百利药业等开始合作关系。目前, 该公司已经成长是国内最令人敬畏的媒介代理商。

**WPP-MEC**  
WPP集团 - 尚扬媒介

7分

Last Year 上年得分 6分



While 2005 was a strong year with Wrigley and other wins, 2006 was even better for MEC. Led from the front by Bertilla Teo, the agency finally closed in on Colgate from Universal McCann to put in place a strong alignment that had some who voted them as Global Agency of the Year. In addition, new business came in from Campbells, Henkel, Hershey's and Toys R Us, losing only Reebok due to in the global adidas realignment. MEC also shone in the R3 agency image research, particularly at the client review section. when it came to client reviews of the agency. They have invested heavily in relationships, however small, and it has helped them sprongboard to a stronger company 在2005年获得箭牌公司及其他业务之后, 2006年对于尚扬媒介是一个更好的年头。在首席执行官张敬鸾的领导下, 去年从优势麦肯手中抢到了重量级的高露洁媒介业务, 也为其全球总部荣获“环球最佳媒介代理商”作出了不少贡献。在新业务方面, 还摘得金宝汤、汉高、好时和玩具反斗城等业务, 唯一丢掉的锐步业务也是由于阿迪达斯全球并购重新委任的原因。在胜三的调查特别是在客户心目最佳代理商中, 尚扬媒介都表现突出。尽管规模较小, 但他们在客户关系上花费不少心思, 并且在策划风格上独树一帜, 所以还是帮助他们成长为一个强大的代理商。

**WPP-Mediacom**  
WPP集团 - 竞立媒体

6分

Last Year 上年得分 8分



MediaCom had a solid twelve months emerging out of the shadows of Maxus with a strong team headed by experienced China media expert Michael Zhang. The agency spent much of the year bedding down Nokia and expanding their influence on P&G, leaving not much time for pitching. The wins that came were from AXA, Skoda, Audi A8, Tsingtao and finally ICI Paints, a strong group for any new agency. More importantly, no accounts had left the China agency. MediaCom also enjoys strong awareness in China—no doubt through Nokia and other wins, it can really showcase its talent in the years ahead 由迈势媒介转化而来的竞立媒体, 在中国经验丰富的行业专家张喆翔的领导下度过了平稳的一年。该公司在巩固与诺基亚的关系的同时也扩大在宝洁上的影响力, 并没有花费太多的时间来争取新业务。对于一个刚刚成立的公司来说, 交出安盛集团、斯柯达汽车、奥迪、青岛啤酒以及ICI-多乐士的新业务成绩单已经是相当出色的。更重要的是, 并没有任何客户离开这家新生的公司。竞立媒体通过诺基亚业务和其他一些新业务在中国广告业渐渐树立自己的知名度, 相信在新的一年里, 该公司将会继续表现出强劲的上涨势头。[新年开始, 竞立媒体上海办公室获得了招商银行信用卡业务。]

**Omnicom-OMD**  
宏盟集团 - 浩腾媒体

8分

Last Year 上年得分 8分



No agency won more new business in China than OMD, helmed by the energetic Elaine Ip, and an increasing large posse of talented support staff. To prove the Johnson & Johnson consumer win earlier in the year was no fluke, it closed the year consolidating media buying from Xian Janssen and Shanghai J&J, along with some other JNJ equity projects. On top of this, the agency increased their Daimler Chrysler business, picked up the Frito-Lay business from Mindshare and towards the end of the year signed an alliance with Guangzhou Seahorse, one of the country's largest advertisers. The agency's challenge now is to improve in R3's marketer research to the same extent it has improved its business over the last two years

去年，在精力充沛的董事总经理叶丽莲的领导以及日渐强盛的团队的协助下，浩腾媒体获得的新业务比任何一家公司都多。似乎是为了证明年初获得强生公司消费品业务并非侥幸，年底浩腾媒体继续获得来自西安扬森、上海强生公司及强生其余实体的统一购买业务委任。与此同时，该公司继续扩大与戴姆勒-克莱斯勒、乐事薯片的合作，年底与本土最大的广告主之一广州海马签署了战略合作关系。对于浩腾媒体的挑战在于，如何在过去两年截获大量业务的基础上提高广告主调研的水准。

**Omnicom-PhD**  
宏盟集团 - PHD

5分

Last Year 上年得分 无



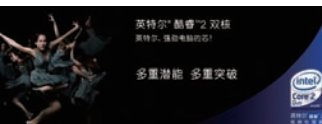
At press time, PhD was but a new born within the Omnicom family in China, with the Asian rollout in 2006 to replace MediaWise operations focusing on the more developed markets first. But with T.S. Tso, one of Greater China's most experienced practitioners at the helm, it should be destined for great things in 2007. Already it has secured business from Nivea and Kanebo, and is laying claims as a legitimate competitor just a few months into its launch

直到现在，PHD在宏盟集团内还是个初生儿。随着2006年从MediaWise的基础上重组在整个亚洲区域全面铺开，PHD更注重在快速发展市场上的拓展。在大中国区具有相当丰富经验的T.S. Tso担当首脑下，可以说2007年对PHD将注定是一个快速前进的年份，在获得包括妮维雅和嘉娜宝在内的新业务后，它将证明自己在这个市场是一个有力的竞争者。

**Interpublic-Universal McCann**  
Interpublic集团-优势麦肯

3分

Last Year 上年得分 3分



If 2005 was not a great year for Universal, 2006 was not a lot better. While it did win a number of small assignments - along, Monster.com, Vitasoy, Hitachi and Wang On, the losses of more prominent brands like L' Oreal, Johnson & Johnson, InBev and Colgate business far outweighed the wins. To be fair, the Beijing office under Mike North had a better year than Shanghai, solidifying Intel, Microsoft and other global businesses. With the arrival of new regional head David Morgan mid year and finally, a new China CEO in the form of Manpreet Singh from Mindshare Singapore, the agency at least now has a baseline from which it can build from

如果说2005年对于优势麦肯是个糟糕的一年，那么2006年它还是没有任何改观。虽然它获得一些小业务——E龙网、Monster网站、维他奶、日立和宏安集团，但是另一方面它却连续丢失更多更大的欧莱雅、强生、英博集团和高露洁业务，因此其所新获得的业务几乎微不足道。公正的说，北京办公室在Mike North的领导下还是比上海办公室情况要好一些，它毕竟巩固了和英特尔、微软和其他全球性业务的合作关系。而在区域上，来自尚扬媒介的David Morgan在年中出任区域总裁，来自新加坡传立媒体的Manpreet Singh也将在新年加入优势麦肯中国担任新执行长，填补长期空缺。该公司至少还是保存着一线希望。

**Interpublic-Initiative**  
Interpublic集团-极致媒体

4分

Last Year 上年得分 无



Strung by Unilever losses in Indonesia and Japan, China was not the main focus for King Lai and the team through 2006. The agency had some modest successes with Synutra Milk (since lost to Zenith in early 2007), Ariston, Haier Washing Machines and Marriott. It also partnered with Universal under the establishment of Magna, IPG's core negotiation platform for China. China head Warren Chen has more media experience than just about anyone in the market, so they should become a more competitive force in the future

由于在印尼和日本的联合利华业务的接连丢失，2006年King Lai和他的团队无法集中精力打理中国业务。但该公司还是还是获得了圣元牛奶媒介业务（不幸的是在2007年初丢给了实力媒体）、阿里斯通、海尔洗衣机和万豪国际酒店。极致媒体同时协助兄弟公司优势麦肯建立了IPG集团在中国区的媒介谈判平台盟诺媒介。好在它们还拥有像陈俊良这样的行业老手，相信未来他们将可以成为一股更有竞争力的力量。

**Publicis - Zenithmedia**  
阳狮集团 - 实力媒体

5分

Last Year 上年得分 6分



Following Li Lee's departure in 2005, Alex Abplanalp left the agency in 2006, replaced by the fresh face of Malcolm Hanlon, from a stint in Zenith Europe. The big news for the Publicis entities for 2006 was not in the planning agencies, but through CMX (China Media Exchange), headed by Philip Beck, a joint buying operation for the three agencies. It will continue to play a crucial role in the mix. Zenith said goodbye to foundation client Nokia after 12 years in China, but replaced some of that revenue with Siemens, Shineway, Wyeth and Bacardi. With a new management team in place, it's too early to tell how their business will mature over the next few years.

随着李志恒在2005年的离去，岳乐南也在2006年离职，来自实力欧洲区的Malcolm Hanlon出任实力媒体中国区的新首脑。对于母公司阳狮集团来说，去年的最大新闻并非来自旗下的各家策划公司，而是媒介购买子集团“博睿媒介”的成立，后者由Philip Beck主管。在这个复杂的结构中，博睿媒介将担当至关重要的角色。实力媒体在服务诺基亚这个基础性的客户12年之后，无奈挥手作别。好在实力媒体还是用包括西门子、神威药业、惠氏和百加得朗姆酒。随着新的管理层陆续到位，对于未来几年内实力媒体再回巅峰的任何结论都为时过早。

**Publicis-Optimedia**  
阳狮集团 - 突破媒体

6分

Last Year 上年得分 6分



Optimedia has a slightly better year than its Zenith sister, securing more L' Oreal business from Universal, winning the Siemens Cordless Phone business and shoring up its HP relationship amongst others. CEO Stephen Cheung led a highly aggressive team, and also partnered well in CMX growth. This year has already started very positively with QQ, Dongfeng Nissan and H&M assigning business to the agency

比较姐妹公司实力媒体，突破媒体还是略微良好，其获得包括欧莱雅、西门子移动电话等新业务，并且进一步加深与惠普电脑以及其他客户的合作关系。首席执行官郑香霖领导了一支绝对具有进攻力的团队，一定程度上积极促进了“博睿”的成长。而新年伊始，突破媒体又相继获得了腾讯网-QQ、东风日产和H&M等新业务。

**Publicis - Starcom**  
阳狮集团 - 星传媒体

5分

Last Year 上年得分 6分



Starcom had a relatively stable year, winning very little, but not losing a lot, apart from a few key management personnel. Karla Pritchard from Starcom New Zealand replaced Jeremy Nathan, one of China's most experienced media hands. And China CEO Doug Pearce eventually left the agency, replaced by Paul Maher out of Hong Kong. The agency won new assignments from Watson's, InBev and AIG, and continued to provide strong support for P&G out of Guangzhou

星传媒体本年度比较平稳，既没有获得太多业务，也几乎没有重大业务丢失，除了管理层上发生了一些变动。来自星传媒体新西兰办公室的Karla Pritchard 接替了前任Jeremy Nathan，同时其上任刚满一年的中国区首席执行官Doug Pearce 离任，来自香港办公室的Paul Maher接替其职。在新业务表现上，该公司赢得包括屈臣氏、英博集团和安泰人寿保险的新客户，另外在广州办公室，其与宝洁业务的服务关系依旧牢固。



**Aegis – Carat**  
安吉斯集团 – 凯洛媒体

6分

Last Year 上年得分 6分



Carat won more individual clients than any other media agency last year – but all combined, they were still behind the chase led by OMD and Mindshare in terms of value. More reassuring, they didn't lose any assignments and retained adidas in a global review (of which the China relationship, led by Pauline Tsang, was critical). With Thomas Wong's departure, KF Lee stepped into the GC management role based in Taiwan, and Michelle Lau took on China MD role. Weifoon Lai took charge of Shanghai. New assignments came from Ballantine's, Park n shop, Nikon and AMD, along with a smattering of local wins

凯洛媒体在去年比任何竞争对手获得数量更多的单独客户，尽管在业务额总量上，其依旧落后于浩腾与传立媒体。让人更放心的是，它没有丢失掉任何客户，并且在阿迪达斯全球业务比稿中保留住该客户，在中国由Pauline Tsang主导的与客户间良好关系起到至关重要的作用。在王双豪离任之后，坐镇台湾的李桂芬成为公司整个大中国区的最高主管，而刘佩英被提升为中国区董事总经理，由黎惠欢领导上海办公室。去年，该公司获得的主要新业务包括百龄坛、百佳、尼康以及芯片商AMD及其他少量的本土客户。但是目前其两大客户达能饼干和飞利浦都进行比稿（后者属于全球性的媒介业务回顾）。

**Aegis – Vizeum**  
安吉斯集团 – 伟视捷媒体

5分

Last Year 上年得分 无



Carat sister agency Vizeum had a positive year, growing its long relationship with Yili out of Beijing, and picking up new assignments from Yves Rocher and Jian Li Bao amongst others. Elizabeth Zhou, the Beijing office head, has more than twelve years of inmarket experience and has grown a strong team to deliver. This should be a positive year for Vizeum

凯洛媒体的姐妹公司伟视捷媒体在去年发展良好，进一步发展同伊利集团的长期合作关系，并且获得包括伊夫·黎雪和健力宝以及其他新业务委任。其北京办公室主管周小玲，同样是一位拥有十二年行业经验的专才，她已经发展了一支强大的业务团队，前景一片光明。

**Havas – MPG**  
哈瓦斯集团 – 媒体策划集团

3分

Last Year 上年得分 3分



With the separation of the Havas-WPP media partnership in Asia, MPG is now launched and gone its own way for the first time. China CEO Paul MacNeil heads the Beijing based team, with some existing EuroRSCG relationships such as Jaguar moving across. MPG dominates the media scene in Spain and performs well in Latin America – 2007 will be their opportunity to share learning and experience and become a critical player in the China media scene

随着亚洲区与WPP集团媒介代理合作关系的终止，媒体策划集团（MPG）正式启动并且开始迈出独立的第一步，中国区首席执行官Paul MacNeil目前主管北京团队，来自创意公司灵智广告的现存客户关系的支持，比如捷豹汽车等的联合委任。MPG此前在西班牙媒介代理市场上占有统治地位，同时也在拉美地区表现突出，2007年将是他们分享媒介认识和经验的时机，相信在未来将成为中国广告代理上的重要角逐者。

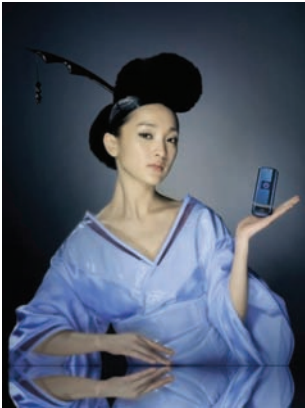
# CREATIVE AGENCIES

## 创意代理评比报告

WPP – Ogilvy 奥美

9分

Last Year 上年得分 8分



Ogilvy moved up a notch this year because it (crucially) kept the Motorola business in China, dominated the China Effie awards, and maintained the highest possible scores for industry perception in the 2006 R3 industry ranking. The Beijing agency group continues to out-perform its sister offices as the largest group in town with over 700 staff in different disciplines. Shenan Chuang also gained ascendancy to the China 4A's chairman role, setting the course for the future. The Motorola work continued to help it gain share, supported by smart thinking for TCL, Sprite, Dove, BP, Lenovo and a host of other leaders. Nils Andersson was promoted to Creative Leader of Ogilvy Greater China and Lim Guizhi rejoined as ECD of Beijing office, while four creative partners came to Shanghai to boost their Southern China operations' creative force. Ogilvy also made some acquisitions like Black Arc and Raynetwork to spread its footprint in the marketplace. 141 worldwide's recent affiliation with OgilvyAction will revitalise the division. All in all, a great year

由于成功地保留住（至关重要）的摩托罗拉创意业务、在中国艾菲实效广告奖成为大赢家以及在06年胜三行业调查中享有盛誉，奥美广告比上一年度更上一层楼。奥美北京集团比其他办公室表现得更加出色，该办公室目前拥有一支共计700名员工的强大团队（也是本地最大的广告公司），庄淑芬还成为了新成立的中国4A协会的主席，为未来打下坚实的基础。从北京办公室延续不断产出的摩托罗拉优秀作品也将帮助奥美获得更多的声誉，同时他们还还为TCL、多芬、英国石油、联想以及雪碧创作出一系列耀眼的广告活动。安德笙凭借出色的创意才能和团队领导能力被提升为奥美大中国区创意长官，行业专才林桂枝也重新回到奥美担任北京办公室的执行创意总监，在上海，四位创意合伙人的加入也将加强整个南中国区的创意力量（尽管去年初，其广州办公室执行创意总监骆耀明回归新加坡）。另一方面，奥美中国去年通过收购黑弧广告和阳光加信进一步拓展市场份额，而141加入重组OgilvyAction将会使得奥美该部分业务重振旗鼓。总而言之，对于奥美这是一个再好不过的年份。

WPP – JWT 智威汤逊

8分

Last Year 上年得分 8分



JWT replaced Nike with Anta, and focused on improving planning and integration through 2006. The agency scored the highest possible mark in the creative awards area, dominating the China Advertising Awards, as well being the only Chinese agency last year to win at Cannes, Clio and D&AD – increasingly proving they can deliver on a world stage. The three leaders, Tom Doctoroff, Ratan Malli and Lo Sheung Yan continued to lead the way with good thinking, with new Shanghai MD Michiel Hofstee coming in to replace Jennifer Jan. The acquisition of Always added some needed BTL firepower. Still, the year was relatively flat for new business – the largest win (Uni-President) left the agency two months after it came in.

自从去年痛失为其带来巨大声誉的耐克业务之后，智威汤逊迅速用本土运动品牌安踏来弥补空档，并且在整个2006年更加聚焦于提高策划和整合行销服务能力。该公司依旧在包括中国广告节在内的一系列创意奖项上摘金夺银，并且成为去年在戛纳、克里奥以及D&AD上皆有斩获的唯一一家中国创意公司，这也证明他们能够创作出达到世界水准的广告作品。而在唐锐涛、策划主管Ratan Malli和创意长劳双恩“铁三角”强有力的领导下，延续着他们成功的足迹。来自荷兰的霍敏行加入上海办公室担任总经理一职，接替去年离职的Jennifer Jan。其对奥维思行销的收购将增添自身的线下行销火力。尽管如此，2006年其在新业务获取方面表现显得有些无力，本来可以算最大新业务的统一品牌委任却在比稿获胜后不久就而复失。

## WPP – Y&R 扬雅

# 5分

Last Year 上年得分 4分



Y&R were actually one of the best performing agencies in new business this year, a fact that may surprise many China watchers. Nitro arrival Wei Wei Chen refocused the agency to compete, and Fred Tong led a revamped creative line-up. The agency was the best performing Chinese agency in the D&AD awards and also picked up some local success in the China Advertising Awards. But it was local new business wins that helped them improve their year on year score – Kremly, Hengda, Hualing, TJOY, ShuiBao, Jinbangtimg and a host of other opportunities proved that their current formula worked and formed the basis of a strong foundation for the forthcoming year

扬雅广告居然是去年在新业务开发方面表现最好的创意公司，这让许多观察者有些大跌眼镜。从麒麟广告转而加盟主持大中国区的陈薇薇重新推动整个公司变得更加具有竞争力，而汤德麟担任执行创意总监重新领导调整整个创意团队。该公司也是在D&AD上表现最突出的中国广告公司，同时在内地的一些创意奖项如中国广告节上取得不错的成绩。除此之外，正是一些本土新生意帮助了他们在得分上更进一步，包括Kremly、恒大、华凌、丁家宜、睡宝、金榜题名酒及其他一些新业务，证明该公司当前的运营模式已经奏效，并为即将到来的第四个年份建立了一个强有力的基础。

## WPP – Grey 精信

# 5分

Last Year 上年得分 4分



Steve Lin added some stability to management and drove overall improvements for Grey throughout 2006. The China Mobile win was a watershed, driving new talent back to Beijing, and for an agency normally performing poorly in creative awards, Grey at least made an appearance on the board for the China Effies and China Advertising awards. Grey scored well in new business, as well as in the R3 China Image Research – current clients rank the agency as high as the top agencies in China. Beyond China Mobile, the agency also secured work for Dumex, Sunshine 100, Tsingdao, Skoda and TSKF, losing only a handful of relationships with China Merchants Bank and Meterbowne. The rumor mill suggests Grey is also close to a major BTL acquisition in China, which should give it great critical mass and more capability to compete in this area.

林文河正在努力保持管理层的稳定并且推动精信广告总体上的改进。赢得中国移动业务是一个分水岭，它策动一些行业专才回归北京办公室。对于一个一直在创意行业奖项上乏善可陈的公司来说，精信在中国艾菲实效广告奖和中国广告节上却有所表现。精信广告在新业务拓展上表现也不错，另外在胜三主持的中国广告行业形象调查中，其同样表现良好，其目前所拥有的客户群也使得其跃居中国顶尖代理商行列。除了中国移动之外，精信广告同样获得包括多美滋、阳光100、青岛啤酒、斯柯达和中美史克的新委任，虽然也丢失了少量业务，比如招商银行和美斯特邦威。目前，已有传言暗示精信广告将在中国马上完成对一项市场行销公司的收购，这家未透露名字的公司将给前者带来至关重要并且规模不小的增进，它将有助于加强精信广告在该领域的竞争实力。

## WPP – Bates 达彼思

# 5分

Last Year 上年得分 6分



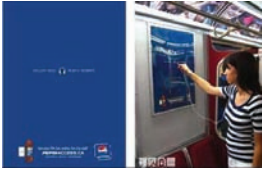
Bates has kept the machine going in China, enhancing their relationship with Nokia, as well as winning the Remy Martin business in a highly contested review, and performing moderately at the China Advertising Awards. It made an acquisition through WPP, of APEX Chengdu to boost revenue and reach. But Bates' challenge over the coming 12 months will be new business –always one to invest in long term relationships with Nokia, Shanghai GM, BAT and Heineken, it has found the Heineken business shrink as Asia Pacific Breweries took over, much of 141 and BAT aligned now to Ogilvy and a public global review in 2007 for Nokia (through no fault of their own). It was a finalist in the Li Ning review, retained by Burnetts, but their challenge for the coming year will be to hold onto China' s largest mobile brand, and keep growing more support

达彼思继续保持前进的脚步，进一步增强同重点客户诺基亚的合作关系，同时也在去年竞争最为激烈的区域性比稿-人头马业务中胜出，在中国广告节上取得一定成绩。在去年，它还通过并购阿佩克斯广告进一步扩大规模，拓展市场触角。明年对其最大的挑战来自如何拓展新业务—其中的一部分就是继续延续与诺基亚、上海通用汽车、英美烟草以及喜力啤酒的长期合作关系，其中喜力啤酒由于亚太酿酒厂的接管之后，传播业务有所萎缩；而其旗下行销单元141环球的大部分生意以及英美烟草的业务由于WPP集团的重新调整被划归到奥美集团；另外诺基亚全球性的比稿将很可能影响到他们在中国的委任（尽管以上这些都并非其自身错误造成）。虽然达彼思也进入到李宁公司的创意比稿最终人选名单中，最后却依旧输给了后者的代理商李奥贝纳。对于达彼思广告来说，今年对他们的挑战将主要包括维持中国最大的手机品牌诺基亚的业务和以更多新业务支援其保持增长势头。

## Omnicom-BBDO 天联

# 5分

Last Year 上年得分 5分



With new regional head Chris Thomas in place and Carol Potter with close to a year under her belt, BBDO had a reasonable year stabilising important clients such as Pepsi and VISA and assisting on some important regional initiatives. Whilst it was a quiet year creatively for the agency (no awards in the six we measured), the foundations were there for the future – global clients such as Mercedes Benz, Gillette and VISA increased their business with the China agency. Fonterra, one of the region's largest 'local' FMCG players also moved their regional business over from DraftFCB. Despite massive competition, China is a central focus for Fonterra's success. BBDO China's challenge is 'deliver what it says on the can' – match the global passion for creativity and excellence in a tough China market

随着新区域首脑Chris Thomas到任以及中国执行长Carol Potter的掌管，天联广告迎来比较满意的一年。它继续与重点客户百事与维萨卡保持稳定的关系，并且也为区域网络的一些行动积极提供支援。不过他们在创意方面却有些平淡（在我们作为测量标准的六大奖项上颗粒无收），好在他们现在已经为未来打下扎实的基础——诸如其全球性客户梅德塞斯-奔驰、吉列和维萨卡都进一步增加在天联广告的业务量，亚太区域最大的快速消费品集团之一恒天然集团已经把他们的业务从博达大桥转交到天联代理网络，尽管竞争范围很广，中国市场仍然是天联赢得恒天然业务带来的主要受益地区。天联广告的挑战在于如何呈现自身一直声称的“创意精神”——在竞争激烈而复杂的中国市场上达成与BBDO环球对“创意和卓越”孜孜不倦的追求能够相匹配。

## Omnicom - DDB 恒美 - 国安

# 5分

Last Year 上年得分 5分



An entirely new management structure arrived at DDB China in 2006, and it is still too early to tell what impact these shifts would make. In fact, it was only the Guoan initiative along with the quality of the new talent that kept the agency's score for this year – both new business and creative awards were a wash-out. Dutch journeyman Dick Van Motman took over as CEO bringing in Michael Dee from JWT Taiwan as Chief Creative Officer, Andrew Leong as Planning Director and Jesse Lin from Wieden to run Pepsi drinks and new business. Certainly the Guoan merger created an unprecedented level of attention for the agency, and the final launch event in November signalled a sea of change in mindset and approach. 2007 will reveal what is in the pudding, both sides have a lot to lose and win, so we are sure there will be a great focus.

2006年恒美中国的整个管理层都发生了变化，现在要对这些变化会为其带来什么影响下结论还为时尚早。事实上，因为其在与国安合并案上的主动出击，以及一些新专才的加入才使得DDB保住了他们在本榜上的得分；在新业务和创意奖项这两项标准上基本毫无贡献。来自荷兰的Dick Van Motman接任合并后的恒美-国安广告的首席执行官，来自台湾JWT的狄运昌也加盟就任首席创意长，Andrew Leong担任策划总监，前W+K的Jesse Lin则主要负责主管百事业务和新业务拓展。毫无疑问，与国安广告的合并让DDB第一次得到行业内对其空前的关注，而且他们在十一月份的正式启动标志了一系列关于思维方式和 workflows 的重大转变。2007年，双方在融合过程中将可能是收获和风险同在，所以我们有理由相信这将会成为巨大的焦点。

## Omnicom-TBWA 腾迈

# 6分

Last Year 上年得分 7分



TBWA did not achieve the new business and creative awards it is typically accustomed to but performed well in the Perception research, through its expansion on existing relationships with some key clients such as adidas, McDonald's and Nissan (the latter through a Hakuhoodo JV). The agency won over 80 new clients throughout Asia Pacific, but based on their regional reporting, only one in China (MYOB). Most of the first half of the year was diverted into a 'death-spiral' review for the Motorola business against Ogilvy, which ultimately could have turned a good year into a great one (in the end, Ogilvy retained the business). The McDonald's brand campaign gave the agency significant profile, and new China ECD, Yang Yeo from Fallon Singapore spent the year refocusing and attracting new creative talent, Chien Hwang from Y&R New York also came to Beijing as ECD, and Juan Tan was promoted to National ECD of BTL unit Tequila. It will be an interesting test for TBWA with the above changes taking effect in 2007.

TBWA在我们的行业认知度调查中的表现很不错，但是他们并没有在其最具特色的创意声誉和新业务上达到预期目标。同时他们还进一步拓展与关键客户阿迪达斯、麦当劳和日产汽车（主要通过博博堂的合资公司来服务）的合作纵深。尽管其区域网络去年共赢得了八十多项新业务，但根据区域性的报告指出，只有一项是在中国（智管软件）。其上半年主要是集中力量参加生死回轮的摩托罗拉比稿，不过最终还是败给奥美广告，否则他们就能进入一个难忘的年份；其负责启动的麦当劳品牌战役让其收获不小；来自弗伦新加坡的新执行创意总监Yang Yeo花费颇多时间来调整和吸引新的创意人员，而来自纽约扬雅的黄建裕则新任北京办公室的执行创意总监，陈汉全则提升为行销单元Tequila全国创意首脑。2007年对于TBWA来说将会是具有重要意义的一年，以上提到的变化将在这一年发挥作用。

Interpublic  
-McCann Erickson 麦肯

6分

Last Year 上年得分 7分



McCann made a lot of changes through the year with Don Norris returning to North America at year end without his replacement being found and Sharon Kum stepping up to the China COO role. Eunice Wong was brought into Shanghai as MD, filling a vacancy that had been there for over a year, and Margaret Chan was promoted to MD of Beijing. Andrew Ho and Vincent Pang stepped in to helm the creative departments of Beijing and Shanghai respectively. The agency performed well at the China Effie Awards and the China Advertising Awards, with Coca-Cola again claiming gold. That same client changed tack in 2006, moving several McCann staff and others out of the agency, and eventually under the management of Leo Burnett. From a new business perspective, it was only a reasonable year – Honeywell, Bristol Myers and ten other clients joined the McCann stable of which several of them were small and project based.

去年由于全国董事总经理唐锐思回归北美，使得麦肯发生了许多变化。甘莲丝晋升为中国区运营长，王靖杰加入上海办公室担任董事总经理填补空缺一年的办公室主管之职，陈洁莹也升任北京办公室董事总经理。在创意高管上，何志扬和冯子伟分别出任北京和上海两个办公室的创意主管。该公司在中国艾菲实效广告奖及中国广告节上表现优异，其为可口可乐所创作的广告都摘得了金奖。可口可乐在去年也改变了行动方针，把服务自身的麦肯职员移出组成一个专项单元Red Lounge，最终却落入李奥贝纳广告的管理之下。在新业务拓展方面，麦肯表现基本圆满，获得来自霍尼韦尔，百时美施贵宝以及其他十项委任，不过他们当中的部分要么是规模不大要么是按项目来合作。

Interpublic-Lowe 睿狮

4分

Last Year 上年得分 6分



Lowe changed many things this year, including ownership structure and senior personnel (It has renamed itself with Chinese name “Rui Shi” to differentiate from another JV, Lintas). After a tough five year stint at Arnold China, Kitty Lun joined the Lowe family to lead the agency and inject some new vitality. Unilever and Johnson & Johnson continued to lead the agency from a business side – and from a creative side, it was a reasonable year, with some results at Cannes and in the China Effie Awards. Lowe did not perform well though in the Perception Survey or in new business – it has a legacy that will take some time to overcome. The bright light was winning the China Mobile business from Ogilvy

睿狮在去年发生了许多变化，包括所有权架构和高级管理人员的转变(已经重新更名为“睿狮”，以区别另外一家“灵狮”)。在阿诺传播度过艰难的五年之后，伦洁莹转入睿狮担任新的掌门人并且注入了许多新活力。在业务方面，联合利华和强生公司继续为其作出大部分贡献；在创意方面，他们也从戛纳和中国艾菲实效广告奖上获得一些成绩。睿狮在认知度调查或者在新业务上都表现不佳，要想克服这些痼疾尚需时日。其最大的亮点在于去年从奥美手上抢到的中国移动神州行业务。

Interpublic  
-DraftFCB 博达大桥

5分

Last Year 上年得分 4分



DraftFCB underwent a name change and a global re-organisation in 2006, with Interpublic sister agency, Draft Worldwide performing a ‘reverse takeover’ and replacing most of the FCB central management with Howard Draft and his team. This change however had no effect in Asia and China and it was business as usual. Freddie Yuan, ECD of Beijing office resigned to form his own start-up, and Poh Hwee Beng was promoted to National ECD. While the agency struck out totally on creative awards, it performed very well on new business, hence its improved ranking. Gray Tse and Kenny Cheung led an enthusiastic and entrepreneurial team to success on Hutchison, KongZhong, Vitasoy, Minsheng., Shenzhen Yitian, East Dawning and Buick Interactive – in short, more new business than its two IPG sister agencies combined. The only thing stopping a great year was the crucial regional loss of Fonterra to BBDO. With a new global positioning focused on results, the agency’s best years appear to be ahead of it

博达大桥去年经历了名字的大变化以及全球机构的重新调整，其姐妹公司Draft环球行销进行了一场反向接管，许多FCB的核心管理人员被来自新首领霍华德·得拉夫及其心腹所取代。尽管在亚洲和中国，其公司运作一切正常，并没有受到太多影响。北京办公室的执行创意总监袁学智离开自立门户，上海办公室的傅慧明被提升为全国执行创意总监。尽管该公司在创意方面鲜有收获，但其在新业务方面却表现相当出色，因此在我们的榜单上更进一步。谢伟权和湛洋国领导一支具有满腔热情与创业精神的团队去赢取包括和记黄埔、空中网、维他奶、民生银行、深圳益田、东方既白以及别克汽车互动在内的业务等等，简而言之，他们的新业务量超过了IPG另外两家公司之和。美中不足的是其至关重要恒天然区域业务丢给了天联广告。随着其全球总部重新定位，相信该公司美好未来已不再遥远。

## Publicis Groupe

- Saatchi & Saatchi 盛世长城

7分

Last Year 上年得分 8分



Saatchi's had another strong year and continued to lead the way in Guangzhou with its strong relationship with P&G and investment in building up Shanghai. It was also an otherwise moderate year in Beijing. What separated Saatchi in the R3 Survey was its current client relationships – with strong senior talent, it performs as well as any agency in current client relationships, and also enjoyed a positive China perception. Pully Chau and Polly Chu continue to invest time to build their brand. Steven Cheng and Henry Yap joined in Beijing to be ECD and GCD respectively. It was a surprising average year creatively with a mediocre showing in the China Effies and China Advertising awards. But it did enjoy some good new business success – Sony Ericsson, Sina.com, Happy Valley Beijing, Wuhan, Zhanjiang and Zhuhai Mobile all appointed the agency through 2006. The only major loss was Beijing anchor client, Xian Janssen, who ended a long relationship as it realigned its business.

盛世长城迎来另一个辉煌年份，其广州办公室通过与宝洁强大的合作关系，继续引领公司向前发展。盛世长城继续增进上海办公室的投资，而北京办公室基本平稳。在胜三的调查中其目前良好的客户关系维护与强有力的管理团队使得其在行业内享有高度的美誉。周佩莲和朱伟幸继续花费大量的精力在打造公司的品牌。郑国康和Henry Yap加入北京办公室分别担任执行创意总监和创意群总监。令人惊讶的是，去年该公司在中国艾菲实效广告奖和中国广告节上表现平平。但该公司确实获得客观的新业务成就：新浪网、索爱手机、北京欢乐谷、武汉、湛江和珠海三地的中移动业务。唯一一项重大生意丢失是北京办公室的立基客户西安扬森，由于客户的重新委任不得不结束长期合作关系。

## Publicis Groupe

- Leo Burnett 李奥贝纳

8分

Last Year 上年得分 7分



Burnett's continued on its growth spurt through 2006, expanding its McDonald's and Shanghai GM relationships and taking over an important management role on Coca-Cola from McCann. Combined with Minute Maid and several tea brands, it is now Coke's lead agency in China. Donald Chan, Ruth Lee and Baiping Chen continued to lead the national way from Shanghai. Beijing crucially retained the Li Ning business in a tough review against Ogilvy and Bates (regretfully, its Beijing ECD Stephen Mui left to Newsun/JWT Guangzhou). And the agency led the way on our scoring at the China Advertising Awards – a testament to the commitment to good work. New business also came in from Centrum, Wyeth and Holiday Inn. Leo Burnett's final challenge will be to create the same level of success it now enjoys in Shanghai as one of the top few agencies in the Perception Survey for Guangzhou and Beijing.

李奥贝纳延续其业务成长的井喷期，进一步拓展与麦当劳和上海通用汽车的合作关系，另外从麦肯手上接管了在可口可乐业务上的管理大权，加上其目前已经负责的美汁源和其他茶饮料业务，李奥贝纳现在已经成为可口可乐在中国地区传播业务的领衔代理商。全国总经理陈念瑞、全国执行创意总监李少蕙和沈柏屏在上海领导整个公司的业务发展。北京办公室能够在包括奥美和达彼思参加的李宁比稿中成功地保留住这项重要的业务（不过其执行创意总监梅若俊将在今年转战广州旭日英赛）。李奥贝纳在中国广告节上表现突出，在一定程度上也在证明自身有能力创作出优秀的广告运动。在新业务方面，主要有善存、惠氏和假日酒店。李奥贝纳自身的最终挑战在于如何在北京和广州达到其上海办公室同样水平的成就（在上海该公司为胜三认知调查中为数不多的顶级广告公司之一）。

## Publicis – BBH

5分

Last Year 上年得分 TBA未评定



A relatively low profile year for a high profile agency, BBH focused on delivering for some of its early clients including World Gold Council, and bolstered resources for the battles ahead. Former Wieden Japan CEO, Arto Hampartsoumian bedded down a diverse mix of talent, arranged an official launch and kicked off some initial research to build insights. BBH still enjoys an excellent perception amongst smart clients in China, so we are sure this will open some doors in 2007

对于BBH这样高知名度的创意公司来说，2006年显得有些过分低调。他们主要集中在为早期客户如世界黄金协会提供良好的服务，并且为未来提前做一些贮备。前W+K日本执行长Arto Hampartsoumian已经安排一群多样化的广告专才组合，同时也在去年也正式自己在中国的正式开张，目前该公司已经启动首波市场调查以图架构起对中国市场的洞察力。BBH在中国市场以其服务的非常知名的客户群赢得非常突出的认知度。我们有理由期待他们在未来能够赢得更大的胜利。



Publicis Groupe  
-Publicis 阳狮

6分

Last Year 上年得分 6分



Despite some significant senior personnel changes, the combined Publicis agencies actually had a relatively positive new business year (at least, in their reporting to us) and set the stage for progress. In a year when Neil Hardwick (CEO), Larry Ong (ECD) and Lau Seng Yee (Beijing MD) all left, Sheila Jiang arrived to steer the ship and keep the machine moving. In Guangzhou, Low Swee Chen from TBWA Singapore came in to helm the creative department as ECD and York Huang, CEO of newly acquired China Below the Line giant Betterway stepped in to run a newly restructured Publicis Dialog. They ended the year with over RMB35m in new business revenue from when they started – with wins from HP, Construction Bank, Mengniu, Tencent, China Merchant’ s Bank, Vantage along with BTL work for P&G, Disney and Wrigley. They performed reasonably at the China Advertising Awards, but still need to do work on perception to move to the top tier in China

尽管遭遇许多高层变动，阳狮广告去年实际上在新生意拓展上相当积极（至少在他们给我们的报告中是这样）并且也为未来的前进搭建好一个不错的平台。去年，其首席执行官Neil Hardwick、全国执行创意总监王永辉和北京分公司首脑刘胜义相继离开，来自台湾的郑以萍出任大中华区执行长，努力保持公司继续正常运营。来自新加坡TBWA的刘瑞政加入广州分公司担任执行创意总监。阳狮集团去年收购本土线下行销巨头百达辉琪后，重组其线下部分为阳狮网络并由后者的前执行长York Huang主持，从它启动之后到年底已经获得价值高达3500万的新业务：包括惠普、建行、蒙牛、腾讯、招行、华帝燃具和宝洁、迪斯尼与箭牌的线下行销业务。在中国广告节上，他们表现基本正常，但依旧需要花费更多去提高自身的知名度，才能成为中国最顶尖的代理商。

Havas-EuroRSCG 灵智

5分

Last Year 上年得分 5分



EuroRSCG had a reasonable year It was ECD Eddie Wong’ s first year with the agency and they scored moderately at the China Advertising Awards collecting a group of integrated wins. Awarded “Global Agency of the Year” by both AdWeek and AdAge for its Reckitt Benckiser and other wins, its path on China is a little more consistent and predictable. Richard Tan replaced Mason Lin as CEO, and the agency otherwise enjoyed good stability across management. Whilst most of the new business wins were for FieldForce, Visa, Nokia, TCL, Kimberly Clark and China Construction Bank made a list of impressive names, even if the work was more tactical in nature. Nonetheless, the agency offers clients a combined team of 860 – one of the country’ s largest 4A’ s agencies and they continued to maintain good relationships with Yili , Evian, Volvo and Dell (although the latter two are now running global and regional reviews).

灵智中国在2006年表现比较平稳，新全国执行创意总监黄国雄的到来使得该公司第一次在中国广告节上有所表现，同时还获得了一些整体性的成就。由于获得全球性的利洁时业务和其他一些重大胜利，去年灵智环球网络也被《广告周刊》和《广告时代》双双评为“全球最佳广告代理网络”，这也使得其灵智中国的前景显得更加稳固和可预测。陈仲翰接替林名正成为中国区首席执行官，另外整个管理层基本上比较平稳。其大部分新业务来自行销单元FieldForce的贡献，包括维萨卡、诺基亚、TCL、金佰利和中国建设银行这些知名的品牌，即使他们负责的工作更多只是战术性层面上的。尽管如此，灵智目前拥有一支人员总数860的庞大团队，它也是中国最大的国际广告公司之一。他们继续保持与伊利、伊云、沃尔沃和戴尔的良好关系（虽然两者目前正在分别召开自己的全球和区域比稿）

Independent  
-M&C Saatchi 尚思

4分

Last Year 上年得分 5分



M&C Saatchi found the going relatively challenging this year with a change of management and little business from the global and regional offices. Violet Wang left to join Publicis as Creative Director, with Angela Hsu taking her place. New business wins came from Yakult, Mengniu and Hunya alongside the cessation of their long term Wyeth relationship. With James Peng as ECD support, Angela is one of the truly bright talents that could help M&C spark a move to the position they enjoy in the UK and Australia. 尚思广告在这一年里举步维艰，包括管理层变动，而来自全球性或区域性业务委任的支援却很少。其总经理兼创意首脑王懿行突然离开加入阳狮广告，许苹芬接替前者担任总经理。去年尚思广告获得了来自Yakult, 蒙牛和宏亚食品的新业务，但是其与惠氏公司的长期合作关系却中止。尽管如此，加上新执行创意总监彭国峰在创意上的支援，相信拥有真正才能的许苹芬可以帮助尚思广告像他们在英国和澳洲的分支那样拥有辉煌的前景。

Independent  
-Dentsu 电通

5分

Last Year 上年得分 5分



Dentsu had a tough year with some internal issues in Beijing affecting staff morale and ultimately client impacts. The agency has been relatively quick to address them, but found 2006 a challenge, particularly on the media front as more and more business were being aligned to Group M, CMX and OMD. Their Toyota relationship grew, but their challenge remains to expand their business to the scale it enjoys in Japan

因为北京办公室内部因素导致员工士气受到打击，最终也对客户产生一定的影响，电通广告面临一个艰难的局面。电通广告已经迅速出面处理相关事务。但是其还是面临着巨大的挑战，特别是在媒介代理前沿，越来越多的生意已经被群邑、博睿和浩腾抢走。他们与丰田汽车的业务关系得到进一步发展，但是他们的挑战依旧存在，那就是何时像他们在日本市场上一样如日中天。

Independent  
- Nitro 麒麟

5分

Last Year 上年得分 6分



Nitro had a reasonable 2006. They were involved in several high profile regional and global pitches and came very close to securing the Remy Martin business in a review with Bates and Nitro. New China MD Steve Drummond, one of the most experienced planners in the market, focused the agency around insights and innovation. They have expanded their global relationship with Coca-Cola securing the Qoo business and some new product initiatives. The Mars and Unilever relationships have continued positively. They were however not sighted in any of the awards shows – something they will no doubt focus on for 2007

麒麟广告在整个2006年还算比较圆满，参加了一些比较知名的全球性和区域性业务比稿，虽然在人头马比稿中已经非常接近却又空手而归。作为中国最有经验的战略策划者-麒麟广告新任董事总经理 Steve Drummond正在帮助公司建立起在洞察力和创新的机制。他们继续拓展和可口可乐全球性合作关系，获得包括酷儿饮料以及其一些新品上市的业务。其与玛氏食品和联合利华的业务关系还是非常牢固。不过他们很少在那些广告行业奖项上出现，也许这是他们需要在来年努力的一个方向。

Independent  
-Wieden & Kennedy 韦登迪

6分

Last Year 上年得分 7分



Rather than divert all attention to pursuing client suitors in 2006, W&K spent most of the year buttoned down developing more work in more areas for Nike and their new client Starbucks. Nick Barham joined from TBWA Shanghai to give some planning firepower and Deputy MD Kel Hook, an experienced China hand, took over from Jesse Lin as head of the agency (Daniel Lim, creative director of Shanghai departed for private interests mid year). Few agencies in China are so small with such positive perception within and beyond the agency world, we suspect in the next two years they will use this to their real advantage

与2005年高调并且花费所有精力来获得耐克业务不同，去年韦登迪为耐克和新客户星巴克在越来越多的领域创作作品。Nick Barham从上海TBWA转入增强其策略方面的火力。富有经验的副董事总经理Kel Hook取代Jesse Lin担任公司的主管(但其中的一位创意总监林维敏已经在去年年中离职)。在中国，很少有代理商像韦登迪这样，尽管规模如此小，却能在广告界甚至在广告界之外拥有如此高的知名度。我们猜想在未来两年内，他们将会把这些转化成他们真正的优势。





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