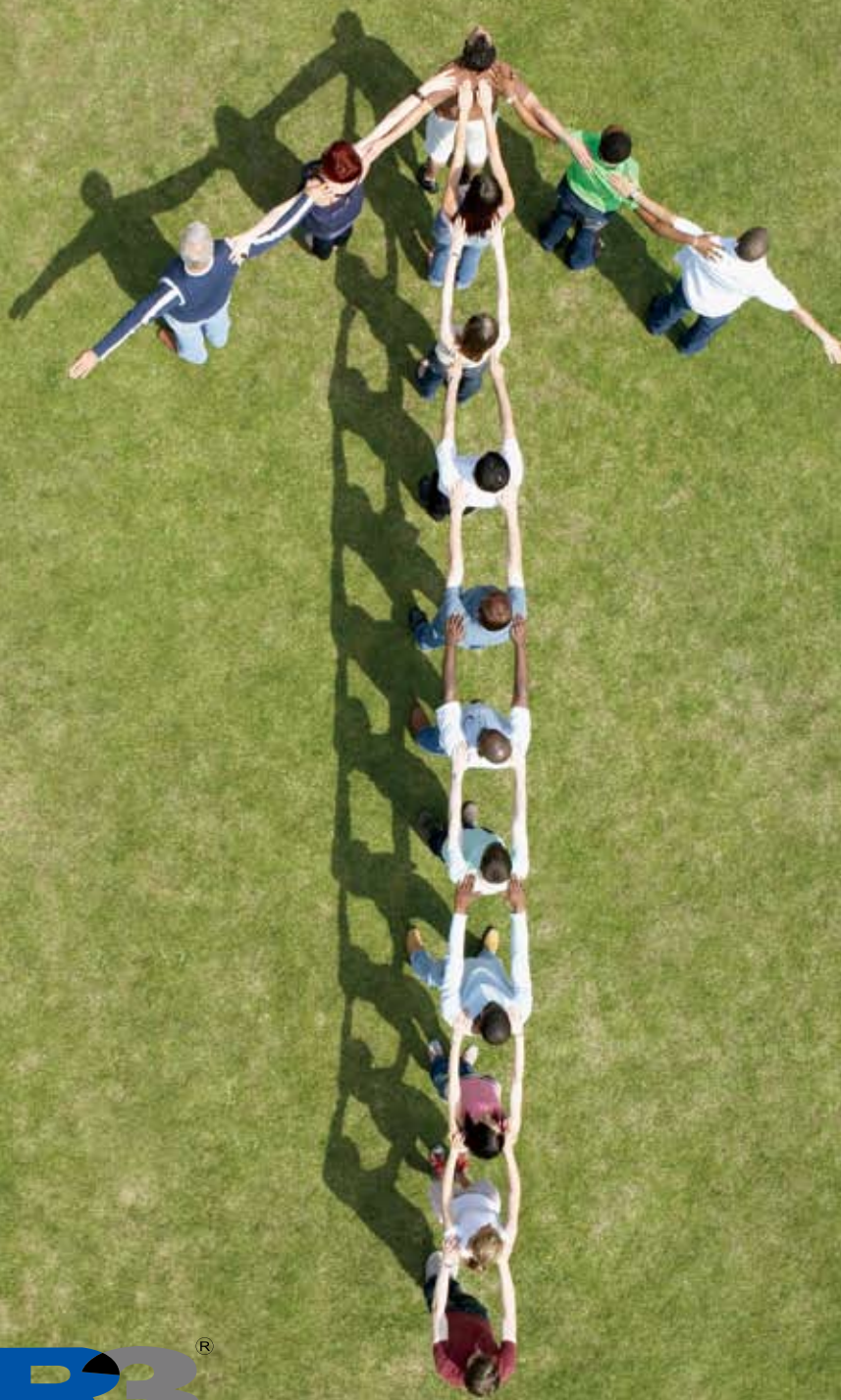


中国
广告



2007 China Agency Report with profiles of the agencies

2007中国广告代理综合评估报告

《中国广告》与 R3 联合发布



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人与其他动物的分水岭之一，就是人是一种不断制造标准并用各种标准来约束与评价自身的动物。人类文明在某种意义上就是标准与规则的集合。而一个行业与市场的标准及规则体系的健全与精细程度，也往往是成熟度的重要标志。

The point distinguishing human beings from other animals is: human beings are animals that continually produce norms, restrict and estimate themselves by the norms. In a sense, the human civilization is a collection of norms and principles. Meanwhile, the wholeness and precision of the norms and principles system means maturity of an industry and market.

中国广告业的不成熟，到了今天已经不在于其规模与产值，而在于规则与标准体系的缺失或混乱。在一个以创意作为核心竞争力的行业中，却没有建立与之相适应的广告公司评价体系，不能不说是行业的悲哀。

Nowadays, the immaturity of China advertising industry doesn't lie in its scale and output, but the lack and confusion of norms and principle. In an industry which regards creativity as its core competition, it's a sorrow for the whole industry existing without an advertising assessment system adapted to it.

正是在这样的背景下，《中国广告》与新加坡胜三公司联合推出的《CR3中国广告代理年度评估报告》已经持续运行三年了。在国内，这是逐渐从荒漠中走出的一条路。有人说，三流企业卖产品，二流企业卖品牌，一流企业卖标准。可是，相信这一切又无从出卖。因为，专业的水平也许可以估价，可是，谁也无法估量专业背后的无私的责任心、尚未湮灭的激情以及真诚合作的价值。

In such backgrounds, the "the C-R3 China Ad Agency Annual Assessing Report" made by China Advertising and Singapore R3 has been running for 3 years, which is a way to get out from desert nationally. It's said that: product sold by the 3-class companies, brand sold by the 2-class and norms sold by the 1-class. However, nothing can be sold after all, for the selfless conscience, passion and sincerity are immeasurable.

当然，从评估系统的健全与精细程度来看，我们依然要走更长的路。广告市场规则与标准系统的整体构建，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、坚决的努力。一切其实还刚刚开始，漫漫长途，重要的在于必须有人大胆走出最初几步。值得欣慰的是，我们已经听到了业内外反应——喝彩、掌声或者质疑，越来越多的广告人与广告公司认同了标准的价值，这让我们更加坚信每一步的意义。那么，就让我们更坚定、扎实地走下去。

In terms of the wholeness and precision of assessing system, we still have a long way to go. To build the principle and standard system needs administrator, related researching agency, media and experts in the field to work together for a long time. We just have a beginning and the road is so long. More importance is that there must have some people striding firstly. And it's so pleasure that we have heard the feedback around us, applause and questions. More and more advertisers and ad agency recognized the value of norms, convinced about the meaning of each step. So, let's go along more steadily.



GOH SHU FEN
PRINCIPAL, 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 six years, R3 has devoted over 50% of its focus 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. With the focus on marketing ROI, R3 has been helping clients like Yili, Lenovo and Li Ning benchmark their Olympics Sponsorship Effectiveness, a proprietary tracking study for marketers wanting independent insights. On the review front, R3 was involved in two very high profile global pitches last year, namely the Singapore Airlines creative review and the media agency review for Johnson&Johnson. In China, R3 was also active on reviews with VISA, Coca-Cola and L'Oreal. You can contact her at shufen@rthree.com

吴淑芬女士于2002年联合创办了胜三公司。到今天为止，该公司仍然是亚洲地区唯一一家帮助广告主及其广告代理公司提高营销效率和效力的咨询顾问公司。吴女士以广告主营销人员开始自己的职业生涯，而后先后任职于奥美和尚思广告，并在其间度过了十余年的时光。在过去6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，并帮助促进和协调它们与广告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。由于集中于营销投资回报，胜三已经帮助包括伊利、联想和李宁努力提高它们在奥运赞助效力上的成果，这也是我们为那些希望获得中立观点的市场主所发展的独有的追踪调查。在比稿咨询方面，去年胜三公司参与了全球两大最瞩目的广告比稿，也就是新加坡航空创意比稿和强生媒介代理商比稿。在中国地区，我们还协助VISA、可口可乐和欧莱雅主持广告业务比稿。

您可以写信至shufen@rthree.com联系吴女士。

2007 was another year of great improvement and drama in Chinese advertising. O&M, JWT and Grey won awards on a global stage at Cannes, Clio and One Show. China teams of MindShare, OMD, CMX and Aegis all became players in major global pitches. More and more acquisitions took place, with WPP leading the way, and agencies continued to expand their integrated marketing capabilities to deliver better support for their clients. With the Beijing Olympics just around the corner, there was a record level of pitching, launching, ambush, relaunching and battles raging. In this report, we have tried our best to capture this drama and energy – using the only objective research in China supported by agencies and marketers alike. After 402 face to face interviews with marketers to produce some of the scoring of this report, we hope you find this worthwhile reading.

2007年是中国广告行业取得巨大进步和令人印象深刻的一年。奥美、智威汤逊和葛瑞在国际赛场上包括戛纳、克里奥和One Show上取得了一定的成绩。包括传立、浩腾、博睿和安吉斯的中国公司都在全球性的媒介业务比稿中占有非常重要的分量。市场上的并购持续不断，WPP则继续领衔并购疆域。同时，各大广告公司继续拓展在整合营销上的能力，以为客户提供更好的服务支持。在北京2008奥运会日渐逼近，我们将看到前所未有的比稿、市场启动、埋伏营销、重新发动和疯狂的角力。在该报告中，我们尽最大的努力去呈现这种戏剧般的场面和能量——通过中国地区独一无二的调查研究，以广告代理公司和广告主相似的方法。在经过与广告主402人次的面访，来获得该报告的部分评分基准，我们希望您能够得到一些有益的了解。

This year, our Report also looks at local agencies. From our analysis, nothing has changed in the industry in the last five years more significantly than the quality of local agencies. They have invested in time, processes, tools and talent to close the gap against the 4A's. Watch them all in the future.

今年，我们的报告同样覆盖到本土广告公司。从我们的分析中，在过去5年中，在这个行业里没有比本土广告代理公司品质的变化更重大。它们已经在时间、流程、方法和专才上的投入许多，以进一步缩小和跨国广告公司的差距。在未来我们更应该进一步关注本土广告公司。

This third annual report, the 2007 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 twelve months 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. Small agencies can outscore big ones over the last twelve months. Assessing an agency anywhere on earth for the last 12 months is still an inexact science, requiring judgement, insight and ultimately opinion. We have received positive feedback and suggestions from marketers and agencies from the past two reports, and we take that as encouragement and motivation to keep enhancing the standards of this 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.

第三期的年度报告——2007年调查报告——将仍然具有争议性，因为我们试图在几页纸中涵盖几十家公司和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，我们希望大家能够把这份报告看成是一个报告卡片，而不是一张排名表。我们利用在中国地区能够得到的最佳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。在过去的一年中，小型广告代理公司也可超过大型广告公司。我们认为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。在过去两年的报告里，我们已收到来自市场主和代理商的许多积极回馈和建议，我们也因此受到鼓励，并且将继续提高该报告的标准。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。

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创意及媒介代理公司的分析均基于以下4个基本的评估标准。

CREATIVE AGENCIES

创意代理

1. 2007 NEW BUSINESS (25%)

Business won and lost as reported in the R3 Asia Pacific New Business League was the basis for this.

1. 新业务 (25%)

胜三亚太新业务排行榜中所记录的业务得失是这一评估标准的基准。

2. 2007 CREATIVE AWARDS (25%)

We collected results from 2007 of the Cannes Awards, Clio Awards, One Show and D&AD and combined this with local results of the China Effie Awards, the China Advertising Awards, the China Internet Awards and the China 4A's awards.

2. 2007创意奖项 (25%)

我们对2007年颁发的戛纳广告奖、克里奥广告奖、金铅笔广告奖、英国D&AD广告奖,以及本土一系列包括中国艾菲奖、中国广告奖、中国网络广告大赛和中国4A金印奖进行综合评分。

3. 2007 INITIATIVES AND PERFORMANCE (25%)

We use opinion and judgement to assess each agency's initiatives and performance throughout 2007, specifically in the area of acquisitions, attracting new talent, opening new divisions, and producing quality work for big clients

3. 2007年首创以及表现 (25%)

我们用自己的见解和判断来评估每家公司在2007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. 2008 AGENCY PERCEPTION STUDY (25%)

We used the results of 220 face to face 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. 2008广告代理形象调查 (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. 2007 NEW BUSINESS (25%)

Business won and lost as reported in the R3 New Business League was the basis for this.

1. 2007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。

2. 2007 AGENCY BILLINGS (25%)

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

2. 2007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. 2007 INITIATIVES AND PERFORMANCE (25%)

We use opinion and judgement to assess each agency's initiatives and performance throughout 2007, specifically in the area of acquisitions, attracting new talent, opening new divisions, and producing quality work for big clients.

3. 2007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2007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所执行的高水准的媒介作业这几个方面。

4. 2008 AGENCY PERCEPTION STUDY (25%)

We used the results of 182 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182次,在这里我们将结果作为评估的标准之四,该结果是看法(所有客户对于所有媒介代理公司)与实际情况(现有客户对于现有媒介代理公司)的综合。

SCORE KEY 评分说明

- | | | |
|----------------------|-------------------------------|------------------------------|
| 9分 Outstanding (杰出) | 8分 Excellent (卓越) | 7分 Good (很好) |
| 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 (较差) | 2分 A year to forget (一年内将被遗忘) | 1分 Survival in question (生存) |

MEDIA AGENCIES

媒体代理评比报告

WPP- MindShare
WPP集团- 传立媒体

9分

Last year 去年得分 8分



MindShare continues to lead in China in terms of billings, staff and in the R3 Agency Image Study in terms of perception. The agency achieved its goal on building talent, new business and operational expansion. Lim Siew Ping joined Beijing office as Managing director; Franco Miao and Vicky Hsueh led Nanjing & Chengdu office respectively; Thomas Liu came in to head Investment, while Warren Chen had joined GroupM Trading as Managing Director. Andrew Carter from OMD London, joined as National Tactical Planning Director. Shanghai office was also honored as runner-up for the Office of the Year in the MEDIA Asia Pacific Annual Awards. The agency continued its strong new business wins from Danone, Wyeth, Carrefour, L'Oreal, Yakult, Yahoo, Double Deer Beer, Bausch & Lomb, Yili, Volvo, TCL—with only the loss of Samsung as the major leaving client through global re-alignment.

传立媒体继续领先于中国媒介代理领域，无论是营业额还是雇员规模。该公司顺利地完成了团队建设、新业务以及营业机构拓展的目标。林秀萍回归传立担任北京办公室的董事总经理，苗竞和薛蓉茵分别担任南京和成都办公室的总经理；廖世强担任战略投资董事总经理，陈俊良则加入购买部担任董事总经理，另外，来自伦敦浩腾媒体的Andrew Carter成为全国战术策划总监。其上海办公室仍然保持强大的竞争力，还获得了《媒介》杂志的年度最佳办公室第二名。在新业务上，传立媒体获得包括达能、惠氏、家乐福、欧莱雅、养乐多、雅虎、双鹿啤酒、博士伦、伊利、沃尔沃、TCL等新业务，唯一丢失的重大客户三星电子也是因为全球业务更换的原因。

WPP- MediaCom
WPP集团- 竞立媒体

6分

Last year 去年得分 6分



In its first year re-launched in China, MediaCom became a new gun of GroupM. The agency got more additional business from automobile giant VW China and FAW-VW, and the relationship with major clients Nokia, P&G, VW and ICI kept momentum. The work for P&G's Pantene—Shining journey campaign, which received strong appreciation, showed proven innovation and creativity. The Shanghai office won strong new business from Semir, Shanghai Jahwa, Suntory Whiskey, Manulife Insurance and Taobao.com, while Beijing office picked up China Unicom, Yangjing beverage, Fortune Oil buying and Markor Furnishings. More importantly, there was no major client departure. CEO Michael Zhang played a powerful role in the success, while Rick Yan was promoted to National Tactical Planning Director.

经过去年的重新启动，竞立媒体已成为群邑媒介集团的新武器。该公司获得越来越多来自大众汽车集团的业务委任，另外其与诺基亚、宝洁、大众和ICI的合作关系相当稳定。为宝洁所执行的“潘婷闪亮之旅”也获得很高声誉，证明了其在媒介创意上的能力。上海办公室迎来了不少新业务——森马、上海家化、三得利威士忌、宏利保险和淘宝网，北京则获得中国联通、燕京饮料、福临门—购买和美克美家。更重要的是，没有任何一家大客户离去。张哲翔在表现其强有力的进攻能力，另外阎诚江升任全国战术策划总监将会进一步加强在购买策划能力上的表现。该公司还组织了内部培训活动和慈善活动。

WPP- Mediaedge: CIA
WPP集团- 尚扬媒介

6分

Last year 去年得分 7分



Under the strong leadership of CEO Bertilla Teo, the agency had a strong year. MEC had a good balance amongst its three individual offices, and bedded down its key clients such as DHL, Wrigley and Colgate. Michelle Yang was promoted to Beijing GM and Sherry Duan became Group Director, Johnny Ji joined Guangzhou office as National Tactical Planning Director. The agency retained DHL media after beating off some key rivals, and it won new business from Michelin, Jeep, Bimbo and the latest Sony regional appointment.

在首席执行官张敬鸾的带领下，尚扬媒介拥有一个强盛的年份。在北京、上海和广州三个办公室为其重要的DHL、箭牌和高露洁业务执行有利的媒介策划和购买。杨秦燕升任北京办公室总经理，段华成为媒介群总监，计广初成为全国战术策划总监。该公司击败了不少竞争对手保留住了DHL媒介业务，同时也获得包括米其林、吉普、Bimbo和年底的索尼业务（亚洲区）。

Publicis Groupe- Zenith Media
阳狮集团- 实力媒体

7分

Last year 去年得分 5分



Led by strong CEO Malcolm Hanlon, the agency is still managing a positive profile after some tough years. Zenith Shanghai named Stewart Li from Carat as their new MD. But the buying center CMX saw several changes—with CEO Philip Beck moving on, COO Karl Wu leaving and Executive Director Quinn Taw departing at year end. On the positive side, Zenith still locked in some massive new business from 40 more new accounts including Vichy, L' Oreal buying (part) Synutra, Kia Corporate, Budweiser and Tencent (QQ).

在首席执行官Malcolm Hanlon领导下，实力媒体在经过数年的动荡之后保持积极的发展趋势。李国华加入上海办公室担任董事总经理，但是其购买中心博睿媒体的所有高层悉数离任，包括首席执行官Philip Beck，首席运营官Karl Wu以及执行董事杜生利。积极的方面是，实力媒体保持旺盛的生命力，获得了一系列的新客户：薇姿、圣元牛奶、起亚汽车、百威啤酒和腾讯以及其他共40多项的新生意。

Publicis Groupe- Optimedia
阳狮集团- 突破媒体

6分

Last year 去年得分 6分



While Publicis' media buying center CMX faced management team changing, Optimedia, which under the leadership of Steven Chang, still kept a healthy operation. Optimedia kept most of its share of L' Oreal buying and also won L' Oreal Advanced Product Division planning assignment. But unluckily, Optimedia lost the lucrative Dongfeng- Nissan media account to Mindshare in earlier 2008.

随着阳狮集团购买中心博睿媒介面对高层管理团队的巨大变化，在郑香霖的领导之下，整个突破媒体保持健康的发展。在2007年，突破媒体保持住欧莱雅在购买业务，并且获得了欧莱雅高端化妆品的媒介策划业务。但是很不幸的是，突破媒体在2008年年初把东风日产的媒介业务丢给传立媒体。

Publicis Groupe-Starcom
阳狮集团-星传媒体

5分

Last year 去年得分 5分



This year, Starcom kept steady with Angela Ng relocated to Beijing office as GM. With the current win of Samsung, Starcom should be expect a better year for 2008. They continued to strengthen steady relationships with important clients P&G, Coca-Cola and Mead Johnson, Other new business from Volvo Industrial, Vanke, Shanghai Telecom, Cadbury's and Ren He Group helped round out the year.

吴雪晶转调北京担任星传媒体的总经理，加上目前三星全球媒介业务的委任所带来的益处，星传媒体有望迎来更好的2008年。该公司继续保持与几家大客户宝洁、可口可乐和美赞臣稳定的合作关系。其他新业务包括沃尔沃工业、万科、上海电信、吉百利和仁和药业的业务。

Omnicom- OMD
宏盟集团-浩腾媒体

7分

Last year 去年得分 8分



OMD had a positive 2007, led by its dynamic head Elaine Ip, who was also honored as 'National head of the Year' from Media Magazine. OMD named Pauline Tsang and Sidney Wang to head Beijing and Guangzhou offices respectively. OMD strengthened its Beijing team to better support for its major client Xian-Janssen. The agency improved relationships with J&J, VISA and Pepsi foods. This year OMD performed well at new business from Xian Janssen, Shanghai JNJ, Mercedes-Benz, Anta, Lotte, Citizen, Bank of Communication and Air Asia - although it also lost Michelin and Shangri-La.

浩腾媒体在首脑叶丽莲的带领下迎来更好的一年，叶也获得《媒介》杂志授以的“年度最佳全国领导者”的殊荣。浩腾媒体还任命曾小婷和王希宁分别负责北京和广州办公室。浩腾媒体也进一步加强了北京办公室的团队来服务重要的西安杨森业务。该公司进一步加强与强生、维萨卡和百事食品的合作关系。在新业务上，该公司继续表现出色，获得来自西安杨森、梅赛德斯-奔驰、安踏、乐天、西铁城、交通银行和Air Asia的新业务，虽然它们也丢失了米其林和香格里拉酒店的业务。

Omnicom-PHD
宏盟集团- PHD

3分

Last year 去年得分 5分



PHD had a positive first year, under the leadership of T. S. Tso. Mark Heap from MindShare joined to be the new chief, promising more aggressive years to come. The agency won new business from ECCO, Kanebo, Siemens-Nokia network, EADS, AIA, Amore Pacific.

在行业老手T.S. Tso的领导下，PHD拥有一个相当不错的年份，如果考虑到这只是他们在这个市场上的第二个年头。年轻却富有经验的Mark Heap将在新年里加入担任新的首席执行官，相信未来将是一个更具有竞争力的未来。该公司获得的新业务有：ECCO，嘉娜宝、西门子-诺基亚网络、EADS、友邦保险和爱茉莉太平洋集团。

Interpublic- Universal McCann
Interpublic- 优势麦肯

3分

Last year 去年得分 3分



In a tough year, Manpreet Singh from Mindshare Singapore joined as Chief Executive Officer; Victor Yip resigned and was succeeded by T.Y. Lai, who is in charge of Media Buying head for China. Shane Crombie and Sunil Jaryal came in as Interactive Director and Head of Insights of Beijing office, respectively. The agency still won more than ten new clients, but generally of small scale, and barely replacing the loss of Maybelline.

Manpreet Singh从新加坡传立加入优势麦肯中国担任首席执行官，购买业务负责人叶位先离职，黎达用接替前者的职位。另外，Shane Crombie 和Sunil Jaryal加盟分别担任北京办公室的互动总监和洞察力部门主管。该公司获得10多项新业务，不过总的来说，都不是大客户，与之同时，他们把剩余的欧莱雅媒介业务全部丢给了竞争对手。

Ageis -Vizeum
安吉斯集团-伟视捷媒体

3分

Last year 去年得分 5分



Vizeum had a stable year, keeping a solid relationship with Yili planning and Beijing Mobile. Anna Hu joined in as Group Business Director and other hires. But, Beijing General Manager Elizabeth Zhou resigned from the agency at the end of the year. Vizeum didn't perform as well as other agencies in new business, picking up assignments from Happy Valley and TOTAL.

伟视捷在去年保持比较稳定的发展，并且与伊利和北京移动的合作关系良好。胡晓云加入担任业务群总监，还有一些新成员加盟。不过，北京办公室总经理周艾翎却在年底离去，可能带来一些变数。在新业务上，该公司表现一般，只获得来自北京欢乐谷和道达尔的媒介业务。

Ageis- Carat
安吉斯集团-凯洛媒体

6分

Last year 去年得分 6分



For 2007, Seth Grossman joined from 141 as Communication Planning Director, enhancing the agency's capabilities beyond traditional planning and buying, and offering holistic thinking across all channels. Carat performed well at new business, added new accounts from Nikon, Symantec, Chang Feng Motor, Panasonic, Watsons China, F&N Food, Mattel and some digital projects from WWWins. While it kept Philips in a global review, it lost its share on Danone media to Mindshare.

Seth Grossman出任传播策划总监，进一步加强该公司在非传统媒介策划和购买之外的能力以及跨媒体的全盘思维。凯洛媒体在新业务能力上表现不错，去年他们获得的新业务包括有尼康、赛门铁克、长丰汽车、松下洗衣机、屈臣氏、F&N食品、美泰玩具以及从知世营销获得的一些互动业务，此外，保留住飞利浦媒介业务；不过也把达能集团业务丢给了老对手传立媒体。

Havas- MPG
哈瓦斯集团-灵锐媒体

3分

Last year 去年得分 3分



Under the leadership of CEO Paul McNeil, MPG had strengthened its operational team with senior hires outside the media side, such as William Wu to Business Development Director, Kang Shih as planning director for Shanghai and other personnel. The newly launched Havas' media unit won business from Credit Suisse, Hyatt International, but the loss of the Dell account after global realignment will hurt.

在首席执行官Paul McNeil的领导下，灵锐媒体加强了其整运营团队，特别是从媒介行业外招募一些新生力量，包括吴敏担任中国区业务拓展总监，师康出任上海策划总监以及其他一些资深人员的加盟。这家新生的哈瓦斯媒介公司获得一些新业务，包括瑞士信贷、露露、凯悦国际和艾美表，但是同样也因为全球性的更替而丢掉了戴尔媒介业务。

Creative AGENCIES

创意代理评比报告

WPP- Ogilvy
WPP集团 - 奥美

9分

Last year 去年得分 9分



Ogilvy continued its successful story this year, and dominated perception leadership in the R3 Agency Image Study. Its Beijing office mostly led the outstanding performance, with Motorola awarding more and more regional and even global assignments. Motorola re-appointed Ogilvy as its global network and that should send a positive signal. The management also kept consistent with Shenan Chuang promoted to National CEO and Joseph Wang as Vice Chairman to lead integration. It also strengthened the strategic planning team with Joan Liu and Saurabh Sharma hired. Ogilvy lost some talents – Dirk Eschenbacher and Owen Liang move on, but swiftly replaced by Wang Daqing and other people. Shenan Chuang moved to a Shanghai base to be more involvement in that office. The agency embraced massive new businesses from CMB, China Mobile GoTone, TCL, Bosideng, Suntory, Taobao.com, Lulu, Fu Ji food and other clients. The agency was also the top creative network in China with international success from Two Cannes bronzes, three Clio bronzes as well as local awards’ honors, dominating China 4A Awards with five Golds. Ogilvy China is the only agency in the Top 50 of the Gunn Report.

奥美继续其辉煌的成就，特别是在胜三代理商形象调查中占据着统治地位。其北京办公室主导了卓越的表现，成为摩托罗拉区域领衔创意商，并且还将其创意作品输出到全球市场上，去年后期，摩托罗拉重新委任奥美全球成为主要创意机构正是一个积极的信号。该公司的管理层保持旺盛的行动力，庄淑芬被提升为集团首席执行官，汪少杰则出任副董事长主管整合事务。同时也进一步加强了战略企划团队，新聘请刘正仪和Saurabh Sharma。虽然Dirk Eschenbacher转战Tribal DDB，梁广离开广州奥美，但它们也迅速任命王大庆等人接替。庄淑芬离开北京坐镇上海带领南中国区的网络更加强。该公司在2006年也获得了非常丰盛的新业务，包括招商银行信用卡、中国移动全球通、TCL电器、波司登、三得利、淘宝网、露露、福记食品及其他。除此之外，奥美也成为中国市场顶尖的创意网络，在国际以及国内广告奖上摘金夺银—戛纳广告节上2尊铜狮，克里奥4铜；在刚结束的中国4A金印奖上也完全统治，获得了7项金奖中的5金；实际上它们还成为唯一来自中国地区的Gunn Report的全球前50强。

WPP-JWT
WPP集团- 智威汤逊

7分

Last year 去年得分 8分



It's a great year with the massive win of Nokia network creative distribution, along with Yili and Lenovo's Olympics project. Though it lost China Unicom's GSM's business, it still retained the profitable CDMA account, after a highly competitive review including TBWA and Euro RSCG. Other new business included Zespri, Lilang, Smirnoff, Da cheng, Huiyuan, and so on. Alec Cheng retired with Oliver Xu promoted to Beijing GM and Dan Ingall from Australia to head the Nokia account for Greater China. In Shanghai, Yang Yeo joined to head local creative department as CCO, and Nick Morgan came in on Lux to be ECD. But Creative director Thomas Zhu left to join a local independent. JWT also merged Ignite and Always to integrate a stronger sub-network. The agency is still one of most creative in China, scoring high in international and local awards— 2 Clio bronzes, 2 Gold, 5 Silvers from China Ad awards, 3 Silvers on China 4A Awards.

智威汤逊获得来自诺基亚的大宗创意业务，以及包括伊利和联想的奥运传播项目的新业务。尽管丢掉中国联通的GSM业务，好在还击败腾迈广告和灵智广告而保留住有利的CDMA的创意生意。另外的新业务还包括新西兰奇异果、利郎、皇冠伏特加、大成、汇源等等。北京的长期主管郑重桥先生于年中退休，客户部主管徐宁接替担任北京办公室总经理，另外来自澳大利亚的

Dan Ingall加盟负责整个大中国区的诺基亚业务。在上海，来自腾迈广告的新加坡人杨耀淙担任首席创意官，Nick Morgan则担任力士业务组的执行创意总监，不过朱海良也离职转入意识形态。智威汤逊集团将旗下的天业广告和线下行销公司奥维思合并整合成为一个更强大的子集团。在创意水准上，该公司依旧是中国最具创意的广告公司之一，在国际和国内广告奖/节上仍旧取得不俗的成绩——包括克里奥2铜，中国广告节2金5银7铜和中国4A金印的3银等等。

WPP-Y&R
WPP集团- 扬·罗必凯

4分

Last year 去年得分 5分



This year, Y&R appointed industry veteran Tom Kao to lead Greater China operations, with Weiwei Chen eventually leaving and creative leader Fred Tong also moving on to Hakuhodo. Carter Chow came in from TBWA to lead the Colgate Team as MD and the agency expanded its grip on the account. Y&R enhanced its BTL power via the acquisition Guangzhou-based Dawson marketing network, along with digital specialist Agenda in early 2008. The agency won Haier Olympics project, only to lose early in the new year. Other new business wins included Kingworld Medicine, Huawei and a series of property assignments.

任命富有经验的高东升担任大中国区的最高主管，前任陈薇薇虽被委任主管海尔业务，最终还是离职，创意首脑汤德麟转战博报堂。来自腾迈广告的周世雄则主管重要的高露洁业务，并且该客户在中国市场上也有卓有成就的推广。并购广州达生整合行销机构，有力地推动该公司在线下行销领域的实力，同时在2008年初收购互动广告公司安捷达。该公司获得海尔奥运项目但是在新年里再次丢失，其他新业务包括金活医药集团、华为以及其他一些房地产类传播项目。

WPP-Bates Asia
WPP集团- 达彼思

3分

Last year 去年得分 5分



This year, Nokia global creative shifted to W+K and JWT mostly affected Bates Asia's fate. But parent group WPP selected it as leading agency on the newly won Dell account, so Bates should be fill with the gap which Nokia left. Shanghai-based marketing agency Methinks' acquisition will also enhance the agency's BTL offerings. Norman Tan had been realigned to focus more on greater China operations' creative force. Long-serving GCD Ken Tao left for a local interactive agency but Mao Kan also joined to lead Shanghai GM's Buick creative. Fanny Yum left Beijing office as GM as Nokia departed. Bates performed reasonably and scored on China Advertising Awards and China 4A Golden Seal Awards. The agency won a few small new business such as LeConte Food.

2007年，诺基亚全球创意业务重新比稿，并转而委任给韦登迪和智威汤逊，很大程度上影响到达彼思的未来。母集团WPP选择达彼思来负责戴尔传播业务的亚洲部分，让达彼思填补了诺基亚业务转移所遗留下的裂缝。上海的行销公司美施的并购将进一步延伸公司在该领域的实力。陈耀福集中精力提高和控制大中华地区的创意水准，但上海办公室创意群总监陶为民离去，而毛钢加入主要负责上海通用汽车的别克汽车创意事务。北京，任妙玲从总经理职位上离去。除在中国广告节和中国4A金印奖获得一定成绩之外，公司也获得部分新业务，如金帝巧克力等。

WPP-Grey
WPP集团- 葛瑞广告

4分

Last year 去年得分 5分

Grey finally parted with its Chinese partner this year and became a wholly owned foreign entity. Steve Lin led the slightly lagging WPP's creative agency to be more competitive, and made a management restructure in Shanghai, with GM Alan Lo and ECD Benson Lam resigning earlier this year. Supported by its parent group, Grey China strengthened its integrated marketing offering with the acquisition of Star Echo group, one of leading local



marketing services firm. In terms of new business, it performed well, with strong wins from Uni-president green tea, Dumex, Skoda, Amier, HiSense Electronics, and other BTL assignments. The agency also took home 4 bronzes from China 4A Awards and 1 Gold, 3 Silvers and 1 Bronze from China Advertising Awards.

葛瑞广告（前精信）正式和中信集团分手，成为全外资广告公司。林文河领导这家公司变得更具竞争力，上海办公室的管理团队进行改组，年初总经理劳家颂和执行创意总监林展贤同时离任。来自母集团的支持，葛瑞继续加强线下销售网络的力量，并购了本土的星际回声集团。在新业务方面，表现非常积极主动，获得统一绿茶、多美滋、斯柯达汽车、Amier、海信家电和其他线下创意业务。葛瑞也取得了中国4A金印奖的4项铜奖和中国广告节上的1金3银1铜。

Omnicom – DDB Guoan
宏盟集团 – 恒美国安

4分

Last year 去年得分 5分



DDB welcomed a reasonable first year after its partnership with CITIC-Guoan. In Beijing, DDB finalized its management team with Donald Ma as MD, David Lin as ECD and other senior hires. Cannes winner Jody Xiong was elevated to Creative Director and Jesse Lin was also promoted to Shanghai GM. Former LB creative leader Gordon Hughes also took the role of MD for the newly started Guangzhou office. It embraced a number of new business wins including McDonald's, Yahoo, Roca, Qumei and Citizen. The global Wrigley win gave it its first presence in Guangzhou. Its "Professor Supersavings" campaign for McDonald's boosted its reputation and profile in the marketplace, earning it a place in McDonald's roster. Despite all this, the agency's performance in the creative awards was still below expectation.

恒美-国安自从去年与中信国安合资之后，迎来积极的一年。在北京，恒美-国安完成了管理团队的架设，Donald Ma出任董事总经理，连富华任执行创意总监，一批资深人员加入。在上海，林增瑞升任总经理，熊超被提拔为创意总监；前李奥贝纳创意人Gordon Hughes则担任广州办公室的董事总经理。新业务方面有麦当劳、雅虎、乐家、曲美、西铁城等。箭牌创意业务的赢得也使其首次在广州开办分公司。为麦当劳创作的“超值达人”互动品牌运动使其获得麦当劳线上创意业务。不过，在创意奖方面，仍需继续努力，以获得更耀眼的成绩。

Omnicom – TBWA
宏盟集团 – 腾迈

6分

Last year 去年得分 6分



TBWA had another impressive year, especially from its Beijing office. The new Beijing office head Anthony Polovineo, with ECD Chian Huang successfully lured more new business. This aside, TBWA strengthened its creative team with Kama Yu, Zhao Fei and David To (all from Ogilvy) on board. Alice Lee joined Beijing to take on the role of Client Services Director. TBWA Shanghai lost Yang Yeo to JWT, but Carol Lam filled the role. TBWA Hakuhodo Guangzhou faced a management reshuffle, and its anchor client Nissan shifting some project out from the agency, Dannies Li took GM role. TBWA enhanced its planning team elevating Jeremy Sy to a national role and Ellen Hou as Shanghai planning head. The agency also expanded its non-traditional offerings, launching retail unit Integer and appointing Jason Kuperman as MD of digital unit Agency.com. For new business, it won China Unicom, Eachnet, World Gold Council, Schneider Electric, Uni-president Juice. This year, TBWA scored at the China 4A Awards with one Silver for China Unicom – more work needed on creative.

腾迈集团在2006年成绩斐然，特别是北京办公室，在新任总经理Anthony Polovineo和执行创意总监黄建裕的领导下获得了更多的新业务，创意团队也进一步加强，于鹏、赵非从奥美加入，任资深创意；李佩文担任业务拓展主管。在上海办公室，来自香港的林晓琪即将接任执行创意总监。广州TBWA\Hakuhodo则发生了管理层的变化，厉贞言担任总经理。去年，腾迈也加强了战略策划团队的力量，施皇震升任全国策划总监，上海则由侯静雯担任策划总监。该公司继续扩展非传统广告的服务，启动零售传播单元Integer，Jason Kuperman出任互动单元Agency.com

的董事总经理。去年，该公司获得来自中国联通、易趣网、世界黄金协会、施耐德、统一多果汁系列的新业务。不过在广告创意上，只在中国4A创意金印奖上拿到一个银奖（中国联通）。

Omnicom- BBDO
宏盟集团-天联广告

6分

Last year 去年得分 5分



This year saw the end of the partnership with CNUAC along with Pepsi's new creative challenge campaign. At the same time, Tan Tze Kiat was promoted to national GM, Angus Tsai joined as Creative Director, and Glenn Bartlett returned to handle BTL unit Proximity's national creative. BBDO also bought a minority stake in local agency Shunya Advertising to strengthen its presence in Northern China. Backed by Wrigley's global consolidation, it opened an office in Guangzhou. Other new business included Walt Disney, Snow Beer, Saridon and Talcid. The works for VISA and Gillette mainly contributed to the agency's creative honors from China Advertising Awards, Spikes, Longxi and Kam Fan awards.

去年，BBDO和中方合作伙伴终结了合作关系，其为百事可乐再次发起的“我要上罐”的品牌战役是OMNICONOM旗舰的两大亮点。陈子洁被提拔为全国总经理，蔡新安加入上海办公室担任创意总监，Glenn Bartlett回归担任Proximity全国创意首脑。BBDO并购本土广告集团宣亚，极大地拓展了在北部市场的网络和实力。箭牌业务的支持，使BBDO在广州启动了办公室。其他新业务包括迪斯尼、雪花啤酒、散利痛和达喜等，但总的来说，还需要进一步加强。为VISA和吉列创作的广告在中国广告节、龙玺以及金帆奖上都获得了不少殊荣。

Publicis Groupe- Saatchi & Saatchi
阳狮集团-盛世长城

6分

Last year 去年得分 7分



Saatchi & Saatchi had another good year, with steady management team and some success at new business. It kept its strong relationship with P&G and Lexus, and won new business from Google, Jiumuwang, Ping An Bank, SWW, Goldlion, Hewlett Packard, Novartis and Lexus Dealers. The major change in creative department was Guangzhou office ECD Polly Chu, departing for JWT. Awoo Lai relocated to Shanghai as GCD. Saatchi & Saatchi performed well on local creative awards with 1 Gold from China Effie, 1 silver and 2 bronzes from China 4A Awards, amongst others.

盛世长城拥有一个不错的年份，他们的管理团队比较稳定，并且在新业务上也表现卓越。与宝洁和雷克萨斯继续保持良好的合作关系，该公司获得来自谷歌、九牧王、平安银行、上海大众、金利来、惠普、诺华以及雷克萨斯经销商的新业务。在创意部门最大的变数就是广州办公室的创意首脑朱伟幸转调将加入北京智威汤逊负责诺基亚的创意。赖致宇转调上海办公室担任创意群总监。盛世长城从国内广告创意奖上获得了一些荣誉——包括中国艾菲奖（1金1银）、中国4A金印奖（1银2铜）以及其他。

Publicis Groupe-Publicis
阳狮集团-阳狮广告

7分

Last year 去年得分 7分



Publicis China restructured its management team, with a series of senior changes. Yang Ke moved to Beijing as MD, with Marian Koa as business development head and C.H. Yang as GM of Shanghai. S.C. Low also became the head Guangzhou office. Violet Wang joined as national ECD from M&C Saatchi, topping the R3 survey in terms of respected professionals in the market, while Jason Zhao led Beijing creative department to more stability. Publicis also had a decent new business year with wins from QQ, Vanke, Artistry, Tsingtao Beer, Aux, Beijing Mobile and BTL work for Yili and Li-Ning, amidst losing an important piece of HP business to sister agency Saatchi. They performed better than 2006 at China Advertising Awards and Internet Ad Awards. 阳狮广告重新调整了管理层，包括将杨克调任到北京担任首席执行官，顾美影转调上海办公

室担任新业务发展总监，来自电通的C.H Yang担任上海总经理，而广州的刘瑞政则成为该办公室的总经理。来自尚思广告的王懿行出任全国执行创意总监，她在胜三的最新代理商形象调查中被市场主选为最受尊敬的行业人士。赵军则担任北京办公室的执行创意总监，保证了其创意作品的质量。在新业务上，去年阳狮广告迎来一个丰盛的年份，获得包括QQ，万科、Artistry、青岛啤酒、奥克斯、北京移动以及来自伊利和李宁的线下营销业务，只丢掉了部分惠普业务。在中国广告节和中国网络广告大赛上，他们表现得比2006年突出。

Publicis Groupe- Leo Burnett
阳狮集团- 李奥贝纳

7 分
Last year 去年得分 8 分



Leo Burnett faced a big change with longtime partner Donald Chan and Ruth Lee both departing from the agency after many successful years, while senior creatives Command Chan and Dan Fang left from Shanghai office. Though the agency rapidly tapped Dean Bramham and KC Arriwong to lead the team, KC has already departed and greater work needs to go into the creative leadership right now. Additionally, Benjamin Tsang extended his role in northern China operations and Patrick Daly also joined from G2 to lead ARC's creative department. Local Marketing firm Yong Yang was acquired to sharpen the agency's BTL marketing offerings. New business came from Wyeth, Shanghai Telecom, Metersbonwe, Mengniu International and more from Coca-Cola. But the Guangzhou office suffered a big blow as Wrigley was lost due to global realignment. For creative, Leo Burnett at least performed well at the China Advertising and China Internet ad award. 李奥贝纳面对非常大的挑战，在连续数年稳定成长之后，长期任职的高管——全国董事总经理陈念端和全国执行创意总监李少蕙相继离开，上海办公室的陈绍团和方遁也告别了创意部。尽管迅速选择Dean Bramham和陆景星接替了前两位的空缺，但陆景星现已离职，公司在创意领导层方面面临考验。曾品良拓展了其在北中国网络的职责，Patrick Daly则从G2加入执掌整个线下行销Arc的创意事务。本土行销公司永阳集团的并入进一步加强了该集团在线下行销领域的实力。该公司在2007年获得了包括惠氏、上海电信、美斯特邦威、蒙牛以及来自可口可乐的更多业务。但广州办公室遭遇到一个较大的打击，主要客户箭牌由于全球重新委任丢给了Omnicom旗下的创意公司。创意方面，李奥贝纳在中国广告节和中国网络广告奖上有所表现。

Interpublic-McCann Erickson
Interpublic集团- 麦肯

5 分
Last year 去年得分 6 分



McCann had a stable year after Don Norris' departure in 2006, using the time to strengthen its strategic team. Pratik Thakar was brought in as national strategic head, filling a vacancy left by Andrew Metcalfe, who transferred to New York office. Stuart Mattson joined as Shanghai strategic head; at the end of the year, and McCann also appointed a new Intel team leader. From a new business perspective, it welcomed wins such as Midea, Dodge, GSK, Pingan Group and twenty other small clients, but also lost Coca-Cola to Burnett through the Red Lounge, as well as J&J globally to BBDO and JWT. In Creative awards, the agency performed well at China Advertising Awards (2 Gold, 3 Silvers and 7 Bronzes) and other Creative Awards. The global relationship with Intel and Microsoft are still the agency foundations in China. 麦肯集团在唐锐思于2006年离职后，保持相对稳定的一年，他们花了很大努力以进一步加强战略策划团队。Pratik Thakar加入接替调纽约办公室的Andrew Metcalfe担任全国策略最高主管，Stuart Mattson则加入担任上海办公室的策略主管；在年底还任命了阮国维担任重要客户英特尔的业务领导者。在新业务方面，麦肯也表现不错，获得了包括美的集团、道奇、中美史克、平安集团以及其他20多项的小型业务，但是也将可口可乐丢给了李奥贝纳，强生的一部分业务也转到了BBDO和智威汤逊。在国内各大广告奖上，麦肯所获的成绩还算不错，包括在中国广告节上获得2金3银7铜。麦肯与英特尔及微软的全球性关系依旧是其在中国地区的根据。

Interpublic –Draft FCB
Interpublic集团–博达大桥

4分

Last year 去年得分 5分



Draft FCB struggled last year, losing not only the top management team but also account service professionals. The exodus included Beijing General Manager Amy Peng, creative leaders Percy Yin and Hang Yandong and national MD Kenny Chang. Former JWT creative Bill Chan joined Shanghai to take the ECD role. Beijing office lost Huiyuan, Kong.net (Kongzhong) and Mingsheng Bank this year and ended a long relationship with Hongkong Tourism Board in greater China. But, it also enhanced the relationship with Shanghai GM in digital and CRM, two crucial areas of growth. 博达大桥继续其艰难的年景，无论是高层管理团队还是客户关系的维护。北京办公室总经理彭梅凤离职加入汉唐广告，资深创意人印标才和黄燕东也相继离去，效力已久的全国董事总经理湛祥国也告别了公司。积极的方面，行业创意专才陈国辉加入上海办公室任执行创意总监。在业务方面，北京办公室丢失了汇源、空中网和民生银行和大中国区的香港旅游局传播业务，新业务方面没有迎来更多的利好，除了从上海通用汽车获得更多的互动创意业务。

Interpublic–LOWE
Interpublic集团–睿狮传播

4分

Last year 去年得分 4分



Earlier this year, Lowe restructured its agreement with joint venture partner Guangming Daily Group and officially announced its new Chinese name “Ruishi”. The retained MNC clients Unilever and J&J served as foundation clients for the new agency. Following Neil Cotton’s departure, Kitty Lun has revamped Lowe’s senior team with Singapore veteran Ng Tian It as creative chief, Mike Foster to sharpen its strategic planning, and Sanjai Srivastava and Emen Chong to lead business. On the new business front, Lowe is merely gearing up, managing to secure Reebok on a project basis. The agency’s work on Clear gave it some profile in the market, with some honours in the China Effie Awards. 在2007年初，Lowe重新在所有权上与中方合作伙伴光明日报集团签署新的协议，并且更名为“睿狮传播”。保留下来包括联合利华、强生的国际性客户是其立基性客户。随着北亚区副董事总经理Neil Cotton的离去，伦洁莹也重新布置了管理层同时吸引到一些新的人才，来自新加坡的黄田一加入担任中国区的创意首脑，Mike Foster进一步拓展在策略方面的能力，Sanjai Srivastava 和张怡敏则领导客户服务的管理。睿狮传播在新业务上开始加速，开始按照项目来负责锐步业务。在创意方面，该公司表现尚可，在中国艾菲奖上也拿到了一些荣誉；为联合利华的清扬洗发水品牌启动负责的传播活动有着相当高的知名度。

Havas– Euro RSCG
哈瓦斯集团–灵智

6分

Last year 去年得分 5分



Global alignments never hit harder than the WPP win of Dell. Though Euro RSCG had done well to maintain the whole regional account, eventually it lost its grip. Likewise in 2007, it also lost the high-profile Volvo account to Nitro. Matt Donovan was brought in as head of Strategy for APAC and promoted Simone Zhang to Strategy Planning Director for Shanghai. In Beijing, local ECD Jonathan Hsu left for Dentsu, and Frank Chang took the leading creative role. There was at least plenty of other new business in the form of PPG, China Unionpay, Fulinmen, Sandoz, Vichy and 20 other BTL projects. Creatively, the agency received honors at the China 4A Awards with 2 Silvers and 17 Bronzes. 全球性的委任不时地影响到本土办公室，特别是在戴尔，尽管灵智广告在亚洲区于年初捍卫了整个戴尔业务，但最终还是因为全球总部的关系，再次得而复失；此外他们也把知名的沃尔沃汽车业务丢给了麒麟广告。Matt Donovan坐镇上海担任整个区域的战略策划首脑，张峥被提升为上海办公室的战略策划总监。北京办公室的执行创意总监徐克瑄离开加入电通，而张文主则负责北京的所有创意事务。去年，灵智获得了包括中国银联、福临门、Sandoz手表、薇姿和其他近20项的线下营销业务。在创意方面，灵智在中国4A创意金印奖上获得2银17铜的佳绩。

Independent- Wieden+Kennedy
韦登迪

5分

Last year 去年得分 6分



Wieden & Kennedy had a big year, securing the global Nokia business, and driving new Nike work such as Liu Xiang' s new crown, basketball and the Beijing Marathon. With the global Nokia win, it gave the agency its first Beijing based client and hence office. It also picked up the global VISA World Cup project. Despite its global creative reputation, W+K China shunned the local creative awards. Experienced talent Iris Lo took another creative leader role in Shanghai, but regrettably, resigned at the year-end. Now, we wait to see what other magic they can wield for 2008

韦登迪在去年积极协助其基石客户耐克获得更多的影响和曝光，并且在中国市场上针对一些事件快速启动不少市场传播活动，包括刘翔世锦赛夺冠、耐克篮球、北京马拉松比赛等等。韦登迪在耐克创意本土化的道路上做出一定的努力，也获得了不错的成绩。随着全球诺基亚创意概念业务的赢得，该公司开始在北京设立了办公室;其他赢得的新业务还有VISA足球世界杯传播项目。尽管其全球具有相当高的创意声望，但在本土的创意奖上，似乎还难觅韦登迪的身影。富有经验的创意专才卢婉仪加入担任执行创意总监，不过遗憾的是，在年底即离职而去。现在，我们需要等待的是他们越来越多的出色作品。

Independent- BBH
百比赫

4分

Last year 去年得分 5分



After officially launching last year, BBH began to prove its creative capability in the marketplace – their work for Mentos won the sole Grand Prix from China 4A Golden Seal Awards. It' s management team remains stable and energetic – Arto Hampartsoumian moved to Regional Client Service and Christine Ng led the day-and-day operation. The agency snared the FedEx domestic creative account after a pitch against BBDO, and a VISA project with Discovery Channel. The agency also performed well at the China Effie (1 silver), China Advertising Awards(4 Bronze) and China 4A Awards(Grand Prix,1 Gold and 2 Silvers). 去年正式在中国启动之后，百比赫开始逐渐证明其创意能力，他们为曼陀思创作的电视广告从中国4A创意金印奖上夺取了唯一的全场大奖。其管理团队保持稳定和旺盛的精力，Arto Hampartsoumian转向区域客户服务，吴淑芳主要负责日常的运营工作，同时他们也得到来自区域创意首脑Steve Elrick的支持。去年他们击败了BBDO获得了联邦快递国内部分的传播业务，以及VISA一个传播项目。在创意奖项方面，该公司从中国艾菲奖（1银）、中国广告节（4铜）和中国4A金印奖（1全场大奖、1金和2银）取得了一定的成绩。

Independent- WE Marketing
威汉传播

5分

Last year 去年得分 无



Now in its third year in this market, led by longtime veteran Viveca Chan and a strong management team with experienced senior executives, the WE Group has grown to 200 staff with 3 offices in Greater China. The agency continued to strengthen its team, hiring Sonia Shum to Group Account Director, Patrick Ha as Account Director. New business wins included Hi-Sap, Hang Seng Bank, Panasonic washing machines, Diageo' s Dimple and Old Parr, Clinique, Leo, Gieves & Hawkes, United Laboratories, Yanlord , Ridache, and Lane Crawford CRM. The agency also scored at China Advertising Awards.

尽管这只是其第三个年份，在陈一柟和其富有经验的高管团队的领导下，威汉传播集团目前已经成长为拥有三家办公室200多名员工的新生力量。该公司在去年继续加强客户服务团队，Sonia Shum 和Patrick Ha分别担任上海办公室的高级客户总监和客户总监。威汉传播同样在新业务上有着强劲的表现，获得包括 Hi-Sap, 恒生银行、松下洗衣机、帝阿吉奥旗下的添宝

和老伯威、倩碧、Leo、Gieves & Hawke、联邦制药、Yadord、Ridache和连卡佛的客户关系管理业务。作为一家相当新的广告公司，威汉同样在中国广告节上获得了一些荣誉。

Independent- M&C Saatchi
尚思广告

2分

Last year 去年得分 4分



Asia chief Kim Walker parted from the agency at this year end, and Chris Jaques came in as replacement. M&C Saatchi still lack the global or regional big accounts' support of other agencies. Tony Yeung from Lowe, joined in Shanghai as ECD. In China, it won new business from Bank of China Visa Card, Uni-president (part) and Siemens mobile, but it also lost the Wyeth account. Versus its peers, the agency has a gap to close on awards and new business in order to boost its profile.

尚思广告亚洲区首席执行官Kim Walker于年终告别这家公司，Chris Jaques接替他的职位。不过，尚思广告仍然缺少全球或者区域性客户的有力支持。来自LOWE的杨北金接替王懿行成为执行创意总监，以继续保持该公司的创意实力。在中国地区，该公司获得了中国银行信用卡、统一企业（部分）和西门子移动的新业务，但是也丢掉了惠氏的业务。相对于竞争对手而言，无论是在创意声望还是新业务上该公司都还有一定差距。

Independent- Nitro
麒麟

3分

Last year 去年得分 5分



Nitro had a reasonable year, with a relatively stable management team and client relationships. Jennifer Labus was brought in as Joint MD and business head. Bryce Whitwam joined from OgilvyAction as Integrated Activation Director, leading new work on Mars, Wall's ice cream and Volvo, a new client, won through a relationship with Arnold in the US. Nitro continues to keep a positive relationship with Mars and Unilever. It won more than it lost, with only elong switched to McCann.

麒麟广告在2007年，保持相对稳定的管理团队和客户合作关系。Jennifer Labus加入担任联席董事总经理和业务主管，来自奥美行动的Bryce Whitwam加入担任整合活动行销总监，负责玛氏、和路雪和沃尔沃的活动行销。这家独立创意机构的全球拓展在一定程度上也为各地办公室带来了益处，比如沃尔沃汽车业务的委任。麒麟广告继续保持与玛氏和联合利华的良好关系，并且也做出一系列不错的广告作品。去年，他们赢得的远比失去的多，获得了美津浓和沃尔沃，只是把艺龙网丢给了麦肯。

Independent- Dentsu
电通

6分

Last year 去年得分 4分



Dentsu had a solid year, with support from their Japanese clients and with a positive combination of local marketers. The Japanese advertising giant has a unique position in China, in the top five in terms of perception in the R3 Agency Image Study. In Shanghai, local creative Wang Fang was promoted to ECD. Dentsu Beijing reshuffled its media management team. Noriko resigned, Deputy General Manager Zhang Haiying moved to GroupM, and it relocated two senior executives from Tokyo to fill with the vacancy, including a General Manager and new Executive Media Director.

电通集团继续保持相对平稳的一年，特别是他们拥有不错的日本客户群和可观的本土客户基础。这家日本广告集团在中国拥有广阔的专项服务和子公司。在上海，本土创意人王放被提拔为执行创意总监。不过他们的北京分公司也对媒介管理团队进行了很大的调整，总经理常泽纪子离任，张海鹰加入北京群邑，东京总部调来坂井克臣担任本部长和通口哲夫担任媒介统括长。