



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	2	McCann WorldGroup	Mondelez Project, Eli Lilly (Cymbalta) Project, Hitachi Project	2.97		2.97	26
2	1	Ogilvy	Jaguar Land Rover Japan Project, Norwegian Cruise Line, Lombard Odier	1.53		1.53	10
3	7=	Saatchi & Saatchi	Mondelez (Gum and Candy)	1.00		1.00	1
4	3	Y&R	6Waves Project	0.75		0.75	1
5=	4	BBDO	Emirates	0.50		0.50	1
5=	5	Hakuhodo	Singapore EDB	0.50		0.50	1
7	7=	TBWA	Pharma Client Project	0.30		0.30	1
8	6	J Walter Thompson	Media Client	0.06		0.06	2
9	7=	Dentsu	Government Client	0.01		0.01	2
10=	7=	Leo Burnett		0.00		0.00	0
10=	7=	DDB		0.00		0.00	0
10=	7=	Grey Group		0.00		0.00	0
10=	7=	Havas Worldwide		0.00		0.00	0
10=	7=	Mullen Lowe		0.00		0.00	0
10=	7=	Wieden & Kennedy		0.00		0.00	0
10=	7=	M&C Saatchi		0.00		0.00	0
10=	7=	Bates		0.00		0.00	0
10=	7=	FCB		0.00		0.00	0
10=	7=	Publicis		0.00		0.00	0
						7.6	45

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	4	MediaCom	Tempur Sealy, Bayer, Hitachi, Wall Street Journal	1.8		1.80	2
2	1	OMD	Sony Pictures	1.5		1.50	1
3	7=	Dentsu Media	Electronic Client	1.1		1.07	8
4	2	Universal McCann	BMW, Skechers	2.8	Sony Pictures	0.85	3
5	3	Carat	Shinoken Group, Allianz Global Investors Project	0.6		0.65	2
6	5	Mindshare	Zima	0.5		0.50	3
7	6	Vizeum	Tourism Client	0.1		0.10	1
8	7=	Zenith		0.1		0.05	1
9-	7=	PHD		0.0		0.00	0
9-	7=	Starcom		0.0		0.00	0
9-	7=	Havas Media		0.0		0.00	0
9-	7=	MEC		0.0		0.00	0
						6.5	21

### 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 marketing ROI.