



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 2017

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	1	McCann WorldGroup	Pharmacy Client	6.87		6.87	41
2	2	Wieden & Kennedy	Citizen, Shiseido, Airbnb Global	2.10		2.10	3
3	3	Ogilvy	Sports Client	0.90		0.90	7
4	4	Leo Burnett	FMCG Client	0.76		0.76	2
5	5	Geometry Global	Coleman	0.50		0.50	1
6	7	J Walter Thompson	Food Client	0.40		0.40	5
7	6	Saatchi & Saatchi	Sports Client	0.28		0.28	1
8	8	Publicis	FMCG Client	0.19		0.19	1
9-	8=	BBDO		0.00		0.00	0
9-	8=	DDB		0.00		0.00	0
9-	8=	Dentsu		0.00		0.00	0
9-	8=	FCB		0.00		0.00	0
9-	8=	Grey Group		0.00		0.00	0
9-	8=	Hakuhodo		0.00		0.00	0
9-	8=	Havas Worldwide		0.00		0.00	0
9-	8=	M&C Saatchi		0.00		0.00	0
9-	8=	MullenLowe Group		0.00		0.00	0
9-	8=	R/GA		0.00		0.00	0
						12.0	61



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 2017

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	1	Carat	FMCG Client	5.0		5.00	1
2	2	Universal McCann	JNTO Project, SSP, A Team, Nomura Securities Project	4.2		4.17	9
3	3	Havas Media	Michelin, Swarovski, Emirates	0.4		0.38	3
4-	4	OMD	Luxottica Global	0.2		0.15	1
4-	7=	Mindshare	IBM	0.2		0.15	1
6	5	Spark Foundry	Heineken (Digital)	0.1		0.10	1
7	6	Vizeum	FMCG Client	0.0		0.03	1
8-	7=	dentsu X		0.0		0.00	0
8-	7=	PHD		0.0		0.00	0
10	11	Wavemaker		0.0	Michelin Global	-0.15	0
11	12	Zenith	Birkenstock	0.1	Swarovski	-0.15	1
12	7=	Starcom		0.0	Richemont Global	-0.40	0
13	13	MediaCom	IKEA, FWD Group, PSA Group Global, Uber, Brand USA	3.9	FMCG Client	-1.10	6
						8.2	24

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 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.