



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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 | 1 | McCann WorldGroup | Amazon Project, Ferrero Project, Japan Tourism Agency Project | 6.06 | | 6.06 | 53 |
| 2 | 2 | Ogilvy | McLaren Automotive Project, HGV Project, CFA Institute Project | 4.81 | | 4.81 | 21 |
| 3 | 3 | Y&R | Bausch & Lomb, Hinokiya Jutaku Project, NEC Personal Computer Project | 2.59 | | 2.59 | 5 |
| 4 | 4 | Saatchi & Saatchi | GSK, Mondelez (Gum and Candy) | 1.04 | | 1.04 | 2 |
| 5 | 5 | TBWA | Pharma Client Project | 0.60 | | 0.60 | 2 |
| 6- | 6= | BBDO | Emirates | 0.50 | | 0.50 | 1 |
| 6- | 6= | Hakuhodo | Singapore EDB | 0.50 | | 0.50 | 1 |
| 8 | 8 | Grey Group | GSK | 0.40 | | 0.40 | 1 |
| 9 | 9 | J Walter Thompson | Media Client | 0.27 | | 0.27 | 6 |
| 10 | 10 | Dentsu | Government Client | 0.01 | | 0.01 | 2 |
| 11- | 11= | Leo Burnett | | 0.00 | | 0.00 | 0 |
| 11- | 11= | DDB | | 0.00 | | 0.00 | 0 |
| 11- | 11= | Havas Worldwide | | 0.00 | | 0.00 | 0 |
| 11- | 11= | Mullen Lowe | | 0.00 | | 0.00 | 0 |
| 11- | 11= | Wieden & Kennedy | | 0.00 | | 0.00 | 0 |
| 11- | 11= | M&C Saatchi | | 0.00 | | 0.00 | 0 |
| 11- | 11= | Bates | | 0.00 | | 0.00 | 0 |
| 11- | 11= | FCB | | 0.00 | | 0.00 | 0 |
| 11- | 11= | Publicis | | 0.00 | | 0.00 | 0 |
| | | | | | | 16.8 | 94 |



2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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 | 3 | Dentsu Media | Electronic Client | 2.2 | | 2.20 | 16 |
| 2 | 1 | MediaCom | Tempur Sealy, Bayer, Hitachi, Wall Street Journal | 1.8 | | 1.80 | 2 |
| 3 | 2 | OMD | Sony Pictures | 1.5 | | 1.40 | 1 |
| 4 | 4 | Universal McCann | BMW, Skechers | 2.9 | Sony Pictures | 0.95 | 4 |
| 5 | 5 | Mindshare | Zima, American Express | 0.9 | | 0.90 | 5 |
| 6 | 6 | Carat | Shinoken Group, Allianz Global Investors Project | 0.6 | | 0.65 | 2 |
| 7 | 7 | Vizeum | Tourism Client | 0.4 | | 0.35 | 2 |
| 8= | 8= | Zenith | Nikon (Digital) | 0.1 | | 0.05 | 1 |
| 8= | 8= | Havas Media | Deutsche Asset Management | 0.0 | | 0.05 | 2 |
| 10= | 10= | PHD | | 0.0 | | 0.00 | 0 |
| 10= | 10= | MEC | | 0.0 | | 0.00 | 0 |
| 10= | 10= | Starcom | | 0.0 | | 0.00 | 0 |
| | | | | | | 8.3 | 35 |

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.