



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 2015

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	Y&R	Namco Project, Burger King Project, Nitto Denko Project	11.35	Land Rover	11.15	11
2	2	McCann WorldGroup	Thermos Project, JJCC Project, Manulife Project	9.10	Bel Project	7.91	58
3	3	Ogilvy	luxury Brand	2.09		2.09	7
4	4	Leo Burnett	Allergan, SFA, VISA(Digital)	1.94		1.94	9
5	5	TBWA	Finance Client	1.71		1.71	18
6	6	DDB	Husqvarna Project, Zamst Project	0.90		0.90	3
7	7	J Walter Thompson	Manufacture Client	0.75		0.75	5
8	8	BBDO	Emirates, Bacardi, IDEA Project, Visa	0.60		0.60	5
9	9	Saatchi & Saatchi	Acer	0.25		0.25	1
10=	10=	Grey Group		0.08		0.08	1
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	Mullen Lowe		0.00		0.00	0
10=	10=	Wieden & Kennedy		0.00		0.00	0
10=	10=	M&C Saatchi		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
10=	10=	Publicis		0.00		0.00	0
18	18	Dentsu		0.00	Bacardi	-2.83	0
						24.5	118

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 2015

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	MediaCom	Bayer, Coca-Cola Brand, Bose, Tempur	4.9	Etihad Airways Partners	4.65	5
2	2	Universal McCann	H&M, Mundi Pharma, SBT Project, Mattel	4.3	Tempur	3.99	9
3	3	Carat	Shinoken Group, Aeroflot, Seiko	1.3		1.34	21
4	4	PHD	SC Johnson(Planning), Unilever(Search)	1.2		1.18	5
5	7	Starcom MediaVest	Etihad Airways Partners	1.2		0.95	3
6	5	Vizeum	Panasonic	0.6		0.62	3
7	6	Mindshare	American Express, Air Canada	0.5		0.35	2
8	10	ZenithOptimedia	Scoot	0.2		0.22	3
9	11	Havas Media	Emirates Skycargo Project, Credit Suisse	0.2		0.16	4
10	8	Dentsu Media	Japanese Govt Project	0.2	U-POHS	0.09	1
11	9	MEC	Hill's Science Diet, PAO	0.1		-0.59	2
12	12	OMD		0.0		-2.00	0
						11.0	58

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 months using data supplied by 26 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 for clients across the region.

For more details please write to greg@rthree.com