



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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	Ogilvy	Mitsubishi Heavy Industries, McLaren Automotive Project, HGV Project	8.74		8.74	28
2	1	McCann WorldGroup	YKK Project, Princess Cruise Project, Suntory Project	7.94		7.94	65
3	3	Y&R	Bausch & Lomb, Hinokiya Jutaku Project, Nespresso(Promotion)	2.66		2.66	6
4	4	TBWA	Pharma Client Project	1.65		1.65	4
5	6	Saatchi & Saatchi	GSK, Mondelez (Gum and Candy)	1.34		1.34	3
6	5	Grey Group	GSK	1.10		1.10	6
7	7	J Walter Thompson	Media Client	0.57		0.57	12
8	8	BBDO	Emirates	0.50		0.50	1
9	10=	Mullen Lowe	Sloggi	0.50		0.50	1
10	9	Hakuhodo	Singapore EDB	0.50		0.20	1
11-	10=	Leo Burnett		0.00		0.00	0
11-	10=	DDB		0.00		0.00	0
11-	10=	Havas Worldwide		0.00		0.00	0
11-	10=	Wieden & Kennedy		0.00		0.00	0
11-	10=	M&C Saatchi		0.00		0.00	0
11-	10=	Bates		0.00		0.00	0
11-	10=	FCB		0.00		0.00	0
11-	10=	Publicis		0.00		0.00	0
19	19	Dentsu	Government Client	0.01	FMCG Client	-0.74	2
						24.5	129

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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	MediaCom	Tempur Sealy, Bayer, Hitachi, Wall Street Journal	1.8	Hitachi	1.60	2
2	11=	Starcom	FCA	1.5		1.50	1
3	3	Carat	Shinoken Group, Allianz Global Investors Project	1.5		1.46	7
4	4	OMD	Sony Pictures	1.5	Tourism Australia	1.38	1
5	5	Universal McCann	BMW, Skechers, FitBit	3.1	Sony Pictures	1.23	5
6	1	Dentsu Media	Electronic Client	2.7	FCA	1.11	40
7	6	Mindshare	Hitachi, American Express (Amex), Wall Street Journal	0.9		0.89	7
8	7	Zenith	21st Century Fox, Nikon (Digital)	0.6		0.55	2
9	8	Vizeum	Tourism Client	0.4		0.35	2
10	9	Havas Media	Deutsche Asset Management	0.0		0.05	2
11	10	MEC	Yamaha Golf, Eli Lilly	0.0		0.04	2
12	11=	PHD		0.0		0.00	0
						10.1	71

### 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.