



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Feb 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	Y&R	6Waves Project	0.75		0.75	1
2	3=	McCann WorldGroup	NEXT Project, NTT Data Project, Menicon (Thirteen) Project	0.55		0.55	11
3	3=	Ogilvy	Manufacture Client	0.37		0.37	3
4	2	J Walter Thompson	Media Client	0.06		0.06	2
5-	3=	Leo Burnett		0.00		0.00	0
5-	3=	TBWA		0.00		0.00	0
5-	3=	DDB		0.00		0.00	0
5-	3=	BBDO		0.00		0.00	0
5-	3=	Saatchi & Saatchi		0.00		0.00	0
5-	3=	Grey Group		0.00		0.00	0
5-	3=	Havas Worldwide		0.00		0.00	0
5-	3=	Mullen Lowe		0.00		0.00	0
5-	3=	Wieden & Kennedy		0.00		0.00	0
5-	3=	M&C Saatchi		0.00		0.00	0
5-	3=	Bates		0.00		0.00	0
5-	3=	FCB		0.00		0.00	0
5-	3=	Publicis		0.00		0.00	0
5-	3=	Dentsu		0.00		0.00	0
						1.7	17



2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Feb 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	OMD	Sony Pictures	1.5		1.50	1
2	2	Carat	Shinoken Group, Allianz Global Investors Project	0.6		0.65	2
3	3	MediaCom	Tempur Sealy	0.4		0.40	1
4	4	Vizeum	Tourism Client	0.1		0.10	1
5-	5=	PHD		0.0		0.00	0
5-	5=	Starcom		0.0		0.00	0
5-	5=	Mindshare		0.0		0.00	0
5-	5=	Zenith		0.0		0.00	0
5-	5=	Havas Media		0.0		0.00	0
5-	5=	Dentsu Media		0.0		0.00	0
5-	5=	MEC		0.0		0.00	0
12	12	Universal McCann	Sony Pictures	0.0		-1.90	0
						0.8	5

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.