



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Jan 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	7	J Walter Thompson	Media Client	0.06		0.06	2
3-	2	McCann WorldGroup		0.00		0.00	0
3-	3	Ogilvy		0.00		0.00	0
3-	4	Leo Burnett		0.00		0.00	0
3-	5	TBWA		0.00		0.00	0
3-	6	DDB		0.00		0.00	0
3-	8	BBDO		0.00		0.00	0
3-	9	Saatchi & Saatchi		0.00		0.00	0
3-	10=	Grey Group		0.00		0.00	0
3-	10=	Havas Worldwide		0.00		0.00	0
3-	10=	Mullen Lowe		0.00		0.00	0
3-	10=	Wieden & Kennedy		0.00		0.00	0
3-	10=	M&C Saatchi		0.00		0.00	0
3-	10=	Bates		0.00		0.00	0
3-	10=	FCB		0.00		0.00	0
3-	10=	Publicis		0.00		0.00	0
3-	18	Dentsu		0.00		0.00	0
						0.8	3



## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Jan 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	12	OMD	Sony Pictures	1.5		1.50	1
2	3	Carat	Shinoken Group, Allianz Global Investors Project	0.6		0.65	2
3	1	MediaCom	Tempur Sealy	0.4		0.40	1
4	6	Vizeum	Tourism Client	0.1		0.10	1
5-	4	PHD		0.0		0.00	0
5-	5	Starcom MediaVest		0.0		0.00	0
5-	7	Mindshare		0.0		0.00	0
5-	8	ZenithOptimedia		0.0		0.00	0
5-	9	Havas Media		0.0		0.00	0
5-	10	Dentsu Media		0.0		0.00	0
5-	11	MEC		0.0		0.00	0
12	2	Universal McCann		0.0	Sony Pictures	-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](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.