



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Jan 2017

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	-	McCann WorldGroup	Pharmacy Client	1.10		1.10	3
2	-	Ogilvy	Sports Client	0.38		0.38	2
3-	-	Mullen Lowe		0.00		0.00	0
3-	-	Y&R		0.00		0.00	0
3-	-	TBWA		0.00		0.00	0
3-	-	Saatchi & Saatchi		0.00		0.00	0
3-	-	Grey Group		0.00		0.00	0
3-	-	J Walter Thompson		0.00		0.00	0
3-	-	BBDO		0.00		0.00	0
3-	-	Hakuhodo		0.00		0.00	0
3-	-	Leo Burnett		0.00		0.00	0
3-	-	DDB		0.00		0.00	0
3-	-	Havas Worldwide		0.00		0.00	0
3-	-	Wieden & Kennedy		0.00		0.00	0
3-	-	M&C Saatchi		0.00		0.00	0
3-	-	Bates		0.00		0.00	0
3-	-	FCB		0.00		0.00	0
3-	-	Publicis		0.00		0.00	0
3-	-	Dentsu		0.00		0.00	0
						1.5	5



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Jan 2017

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	-	Carat	FMCG Client	5.0		5.00	1
2	-	Havas Media	Swarovski	0.2		0.20	1
3-	-	Starcom		0.0		0.00	0
3-	-	OMD		0.0		0.00	0
3-	-	Universal McCann		0.0		0.00	0
3-	-	Dentsu Media		0.0		0.00	0
3-	-	Mindshare		0.0		0.00	0
3-	-	Vizeum		0.0		0.00	0
3-	-	MEC		0.0		0.00	0
3-	-	PHD		0.0		0.00	0
11	-	Zenith		0.0	Swarovski	-0.20	0
12	-	MediaCom		0.0	FMCG Client	-5.00	0
						0.0	2

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.