



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / July 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	McCann WorldGroup	Princess Cruises, Yokokawa Electric Project, Kotra Pharma Project	5.32		5.32	48
2	2	Ogilvy	McLaren Automotive Project, HGV Project, CFA Institute Project	4.72		4.72	19
3	4	Y&R	Hinokiya Jutaku Project, NEC Personal Computer Project	1.84		1.84	4
4	3	Saatchi & Saatchi	GSK, Mondelez (Gum and Candy)	1.04		1.04	2
5	5	TBWA	Pharma Client Project	0.60		0.60	2
6-	6=	BBDO	Emirates	0.50		0.50	1
6-	6=	Hakuhodo	Singapore EDB	0.50		0.50	1
8	8	Grey Group	GSK	0.40		0.40	1
9	9	J Walter Thompson	Media Client	0.27		0.27	6
10	10	Dentsu	Government Client	0.01		0.01	2
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=	Mullen Lowe		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
						15.2	86

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / July 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	MediaCom	Tempur Sealy, Bayer, Hitachi, Wall Street Journal	1.8		1.80	2
2	2	OMD	Sony Pictures	1.5		1.40	1
3	3	Dentsu Media	Electronic Client	1.4		1.38	12
4	4	Universal McCann	BMW, Skechers	2.9	Sony Pictures	0.95	4
5	5	Mindshare	Zima, American Express	0.9		0.90	5
6	6	Carat	Shinoken Group, Allianz Global Investors Project	0.6		0.65	2
7	7	Vizeum	Tourism Client	0.4		0.35	2
8=	8=	Zenith	Nikon (Digital)	0.1		0.05	1
8=	8=	Havas Media	Deutsche Asset Management	0.0		0.05	2
10=	10=	PHD		0.0		0.00	0
10=	10=	MEC		0.0		0.00	0
10=	10=	Starcom		0.0		0.00	0
						7.5	31

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.