



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 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	3	Ogilvy	Turkish Airlines, Lombard Odier, Kyowa Hakko Kirin Project	0.90		0.90	7
2	2	McCann WorldGroup	Nestle-Brite Project, Toray Project, Mitsubishi Heavy Industries Project	0.89		0.89	17
3	1	Y&R	6Waves Project	0.75		0.75	1
4	5=	BBDO	Emirates	0.50		0.50	1
5	-	Hakuhodo	Singapore EDB	0.50		0.50	1
6	4	J Walter Thompson	Media Client	0.06		0.06	2
7-	5=	Leo Burnett		0.00		0.00	0
7-	5=	TBWA		0.00		0.00	0
7-	5=	DDB		0.00		0.00	0
7-	5=	Saatchi & Saatchi		0.00		0.00	0
7-	5=	Grey Group		0.00		0.00	0
7-	5=	Havas Worldwide		0.00		0.00	0
7-	5=	Mullen Lowe		0.00		0.00	0
7-	5=	Wieden & Kennedy		0.00		0.00	0
7-	5=	M&C Saatchi		0.00		0.00	0
7-	5=	Bates		0.00		0.00	0
7-	5=	FCB		0.00		0.00	0
7-	5=	Publicis		0.00		0.00	0
7-	5=	Dentsu		0.00		0.00	0
						3.6	29



2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 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	12	Universal McCann	BMW, Skechers	3.0	Sony Pictures	1.10	4
3	2	Carat	Shinoken Group, Allianz Global Investors Project	0.6		0.65	2
4	3	MediaCom	Tempur Sealy	0.4		0.40	1
5	5=	Mindshare	Zima	0.2		0.15	1
6	4	Vizeum	Tourism Client	0.1		0.10	1
7-	5=	PHD		0.0		0.00	0
7-	5=	Starcom		0.0		0.00	0
7-	5=	Zenith		0.0		0.00	0
7-	5=	Havas Media		0.0		0.00	0
7-	5=	Dentsu Media		0.0		0.00	0
7-	5=	MEC		0.0		0.00	0
						3.9	10

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.