



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / May 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	L'oreal Project, Ferrero Project, Mondelez Project	3.75		3.75	32
2	2	Ogilvy	Norwegian Cruise Line, Lombard Odier, Bayer Project, Lixil Project	1.90		1.90	13
3	3	Saatchi & Saatchi	Mondelez (Gum and Candy)	1.00		1.00	1
4	4	Y&R	6Waves Project	0.75		0.75	1
5	7	TBWA	Pharma Client Project	0.60		0.60	2
6-	5=	BBDO	Emirates	0.50		0.50	1
6-	5=	Hakuhodo	Singapore EDB	0.50		0.50	1
8	8	J Walter Thompson	Media Client	0.06		0.06	2
9	9	Dentsu	Government Client	0.01		0.01	2
10-	10=	Leo Burnett		0.00		0.00	0
10-	10=	DDB		0.00		0.00	0
10-	10=	Grey Group		0.00		0.00	0
10-	10=	Havas Worldwide		0.00		0.00	0
10-	10=	Mullen Lowe		0.00		0.00	0
10-	10=	Wieden & Kennedy		0.00		0.00	0
10-	10=	M&C Saatchi		0.00		0.00	0
10-	10=	Bates		0.00		0.00	0
10-	10=	FCB		0.00		0.00	0
10-	10=	Publicis		0.00		0.00	0
						9.1	55



2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / May 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	1.1		1.07	8
4	4	Universal McCann	BMW, Skechers	2.9	Sony Pictures	0.95	4
5	6	Mindshare	Zima, American Express	0.8		0.75	4
6	5	Carat	Shinoken Group, Allianz Global Investors Project	0.6		0.65	2
7	7	Vizeum	Tourism Client	0.1		0.10	1
8	8	Zenith		0.1		0.05	1
9-	9=	PHD		0.0		0.00	0
9-	9=	Havas Media		0.0		0.00	0
9-	9=	MEC		0.0		0.00	0
9-	9=	Starcom		0.0		0.00	0
						6.8	23

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.