



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / May 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	1	McCann WorldGroup	Pharmacy Client	3.51		3.51	20
2	2	Leo Burnett	FMCG Client	0.76		0.76	2
3	3	Ogilvy	Sports Client	0.38		0.38	2
4	4	Saatchi & Saatchi	Sports Client	0.28		0.28	1
5	5	Publicis	FMCG Client	0.19		0.19	1
6	6	J Walter Thompson	Food Client	0.08		0.08	2
7-	7=	BBDO		0.00		0.00	0
7-	7=	DDB		0.00		0.00	0
7-	7=	Dentsu		0.00		0.00	0
7-	7=	FCB		0.00		0.00	0
7-	7=	Grey Group		0.00		0.00	0
7-	7=	Hakuhodo		0.00		0.00	0
7-	7=	Havas Worldwide		0.00		0.00	0
7-	7=	M&C Saatchi		0.00		0.00	0
7-	7=	MullenLowe Group		0.00		0.00	0
7-	7=	TBWA		0.00		0.00	0
7-	7=	Wieden & Kennedy		0.00		0.00	0
7-	7=	Y&R		0.00		0.00	0
						5.2	28



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / May 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	1	Carat	FMCG Client	5.0		5.00	1
2	2	Universal McCann	SSP, A Team, Nomura Securities Project	2.7		2.65	6
3	3	Havas Media	Swarovski, Emirates	0.2		0.23	2
4	4	OMD	Luxottica Global	0.2		0.15	1
5	5	Vizeum	FMCG Client	0.0		0.03	1
6-	6=	dentsu X		0.0		0.00	0
6-	6=	MEC		0.0		0.00	0
6-	6=	Mindshare		0.0		0.00	0
6-	6=	PHD		0.0		0.00	0
6-	6=	Starcom		0.0		0.00	0
11	11	Zenith	Birkenstock	0.1	Swarovski	-0.15	1
12	12	MediaCom	Uber, Brand USA	0.3	FMCG Client	-4.70	2
						3.2	14

### 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.