



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Apr 2018

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	Havas Worldwide	Ikea Project	5.00		5.00	1
2	3	J Walter Thompson	SHELL Project	3.49	Edgewell	2.99	6
3	2	R/GA	Shiseido Digital	2.00		2.00	1
4	4	Ogilvy	JFOODO Project, QVC Project, Harley Davidson Project	0.99		0.99	5
5	6	McCann WorldGroup	MSD Project, ORC200 Project, Atlassian Project	0.77		0.77	20
6	5	Publicis	Campbell Soup	0.60		0.60	1
7=	20	BBDO	HP Project, DJI Global	1.10	Campbell Soup	0.50	2
7=	8=	MullenLowe Group	Edgewell	0.50		0.50	1
9	8=	Wieden & Kennedy	Converse	0.30		0.30	1
10	7	Grey Group	Bose	0.20		0.20	1
11=	8=	Leo Burnett		0.00		0.00	0
11=	8=	Geometry		0.00		0.00	0
11=	8=	Saatchi & Saatchi		0.00		0.00	0
11=	8=	FCB		0.00		0.00	0
11=	8=	DDB		0.00		0.00	0
11=	8=	M&C Saatchi		0.00		0.00	0
11=	8=	Y&R		0.00		0.00	0
11=	8=	TBWA		0.00		0.00	0
11=	8=	Hakuhodo		0.00		0.00	0
20	8=	Dentsu		0.00	HP Project	-1.00	0
						12.8	39



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Apr 2018

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	12	Carat	Microsoft	2.50	Pirelli	2.48	2
2	1	Mindshare	DAZN, Manulife, British American Tobacco Project	1.28	HSBC	1.03	3
3	6=	PHD	HSBC	0.25		0.25	1
4=	2	Spark Foundry	Marriott	0.23		0.23	1
4=	5	Starcom	Pirelli, Salesforce	0.23		0.23	2
6	3	Havas Media	Joycity Project	0.20		0.20	1
7	4	MediaCom	Bose	0.05		0.05	1
8=	6=	dentsu X		0.00		0.00	0
8=	6=	OMD		0.00		0.00	0
8=	6=	Universal McCann		0.00		0.00	0
8=	6=	Vizeum		0.00		0.00	0
8=	6=	Zenith		0.00		0.00	0
13	13	Wavemaker	Formula 1, Samsonite	0.04	Campbell Soup	-0.53	2
						3.9	13

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.