

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Apr 2019

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	Ogilvy	Sumitomo Denko website Project, Danone Japan Co - Bio Restage Project, S.C. Johnson - Glade Cocoon Project, Johnson & Johnson Project	4.3		4.3	11
2	2	Saatchi & Saatchi	Beverage Client	1.6		1.6	3
3	3	Leo Burnett	Electronics Client	1.0		1.0	2
4	4	McCann WorldGroup	Ugg Project	0.7		0.7	5
5	5	BBDO	HP Project	0.5		0.5	1
6	23	DDB	PlayStation	0.5		0.5	2
7	6	TBWA	Singapore Airlines	0.4		0.4	1
8	-	Anomaly	Johnnie Walker	0.2		0.2	1
9	7	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	0.2		0.2	6
10	8	Accenture Interactive	Aria	0.1		0.1	1
11-	9=	Merkley+Partners	Performix	0.1		0.1	1
11-	9=	Online Circle	Barilla	0.1		0.1	1
13	11	Dentsu		0.0	HP Project	-0.5	0
						9.0	35



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 2019

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	Mindshare	Tourism New Zealand, Manulife	0.6		0.6	2
2	2	PHD	Singapore Airlines	0.2		0.2	1
3	-	Wavemaker	Shiseido Aqua Label	0.0		0.0	2
						0.8	5

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.