



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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	11.59		11.59	66
2	2	Ogilvy	Sports Client	3.30		3.30	12
3	3	Wieden & Kennedy	Citizen, Shiseido, Airbnb Global	2.10		2.10	3
4	4	Leo Burnett	FMCG Client	0.76		0.76	2
5	7	J Walter Thompson	Food Client	0.64		0.64	12
6	5	Grey Group	FMCG Client	0.60		0.60	2
7	6	Geometry Global	Coleman	0.50		0.50	1
8	8	Saatchi & Saatchi	Sports Client	0.28		0.28	1
9	9	Publicis	FMCG Client	0.19		0.19	1
10	10	FCB	Dole Asia	0.05		0.05	1
11-	11=	BBDO		0.00		0.00	0
11-	11=	DDB		0.00		0.00	0
11-	11=	Dentsu		0.00		0.00	0
11-	11=	Havas Worldwide		0.00		0.00	0
11-	11=	M&C Saatchi		0.00		0.00	0
11-	11=	MullenLowe Group		0.00		0.00	0
11-	11=	R/GA		0.00		0.00	0
11-	11=	Y&R		0.00		0.00	0
19	19	TBWA		0.04	Airbnb Global	-0.06	1
20	20	Hakuhodo		0.00	FMCG Client	-0.30	0
						19.6	102

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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	Universal McCann	JNTO Project, SSP, A Team, Nomura Securities Project	6.0		6.02	11
2	2	Carat	FMCG Client	5.1	Lego	4.96	2
3	3	Starcom	AB InBev	3.0	Richemont Global	2.60	1
4	4	Havas Media	Village House, Michelin, Swarovski, Emirates	0.7		0.68	5
5	9	dentsu X		0.3		0.33	7
6	5	Mindshare	IBM, Unilever Communications Planning	0.3		0.30	2
7	6	OMD	Luxottica Global	0.2		0.15	1
8	7	Spark Foundry	Heineken (Digital)	0.1		0.10	1
9	8	Vizeum	FMCG Client	0.0		0.03	1
10=	10=	PHD		0.0	Unilever Communications Planning	-0.15	0
10=	10=	Wavemaker		0.0	Michelin Global	-0.15	0
10=	10=	Zenith	Birkenstock	0.1	Swarovski	-0.15	1
13	13	MediaCom	Snapchat, Akzo Nobel Paints, IKEA, FWD Group	4.0	FMCG Client	-0.98	8
						13.7	40

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.