

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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	McCann WorldGroup	Janssen Project, Amgen Project, Village House Project, Nikkei Project	7.43	Cathay Pacific	7.13	50
2	21=	Isobar	Sports Brand	5.87		5.87	18
3	2	Havas Worldwide	Pernod Ricard Brands, Ikea Project	5.60		5.41	3
4	3	BBDO	Ford, HP Project, DJI Global	5.10	Tourism Australia	4.18	3
5	5	J Walter Thompson	Midea Washing Machine, Vitasoy, Honma Golf, Dupont-Coteva	6.34	Edgewell	3.34	41
6	4	Leo Burnett	FMCG Client	3.29		3.29	4
7	6	Ogilvy	JFOODO 2.0 Project, JFOODO Project, QVC Project, Harley Davidson Project	3.01		3.01	14
8	7=	R/GA	Shiseido Digital, MetLife	3.00		3.00	2
9	7=	MullenLowe Group	Edgewell	3.00		3.00	1
10	21=	McCann Health	Airline Brand	1.64		1.64	6
11	9	Saatchi & Saatchi	Siemens Home Appliances, Campbell Soup	0.96		0.96	3
12	10	FCB	Kimberly Clark	0.39	Education New Zealand	0.38	1
13-	11=	Wieden & Kennedy	Converse	0.30		0.30	1
13-	11=	Publicis	Cathay Pacific, Genting Cruise Lines Project	0.30		0.30	1
13-	11=	M&C Saatchi	Tourism Australia	0.30		0.30	1
16-	14=	Geometry		0.00		0.00	0
16-	14=	VMLY&R		0.00		0.00	0
16-	14=	TBWA		0.00		0.00	0
16-	14=	Hakuhodo		0.00		0.00	0
20	18	Dentsu		0.00	HP Project	-1.00	0
						37.7	150



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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	MediaCom	Bose, adidas Buying, Hilton Global,	5.14	Revlon Global	4.89	7
2	2	Universal McCann	Village House	3.21	Cathay Pacific	3.02	3
3	3	Zenith	Luxottica, GSK	1.94		1.94	2
4	4	Carat	Microsoft	2.68	Pirelli	1.16	5
5	5	Spark Foundry	Lenovo / Motorola, Marriott	1.07		1.07	4
6	14	Initiative	Revlon	0.47		0.47	4
7	6	OMD	Daimler	0.80	Luxottica	0.46	3
8	7	Mindshare	BP, Puma, Seagate, DAZN	2.98	GSK	0.43	9
9	8	Havas Media	De Beers, Joycity Project	0.37		0.37	3
10	9	Vizeum		0.00		0.00	0
11	10	dentsu X		0.00	Home appliance brand	-0.20	0
12	11	Starcom	Pirelli, Salesforce	0.53	Mars	-0.26	3
13	12	PHD	HSBC	0.25	GlaxoSmithKline	-0.28	1
14	13	Wavemaker	Formula 1, Samsonite	0.04	United Airlines	-0.58	2
						12.5	46

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.