



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Feb 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	R/GA	Shiseido Digital	2.00		2.00	1
2	4=	J Walter Thompson	SHELL Project	1.14		1.14	2
3	2	Ogilvy	JFOODO Project, QVC Project	0.68		0.68	3
4	4=	Publicis	Campbell Soup	0.60		0.60	1
5	4=	McCann WorldGroup	IDEC Project, Arkray-Craft Project, ISI Sports Project	0.30		0.30	6
6	3	Grey Group	Bose	0.20		0.20	1
7-	4=	Wieden & Kennedy		0.00		0.00	0
7-	4=	Leo Burnett		0.00		0.00	0
7-	4=	Geometry Global		0.00		0.00	0
7-	4=	Saatchi & Saatchi		0.00		0.00	0
7-	4=	FCB		0.00		0.00	0
7-	4=	DDB		0.00		0.00	0
7-	4=	Dentsu		0.00		0.00	0
7-	4=	Havas Worldwide		0.00		0.00	0
7-	4=	M&C Saatchi		0.00		0.00	0
7-	4=	MullenLowe Group		0.00		0.00	0
7-	4=	Y&R		0.00		0.00	0
7-	4=	TBWA		0.00		0.00	0
7-	4=	Hakuhodo		0.00		0.00	0
7-	4=	BBDO		0.00	Campbell Soup	-0.60	0
						4.3	14

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Feb 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	5=	Spark Foundry	Marriott	0.23		0.23	1
2	5=	Havas Media	Joycity Project	0.20		0.20	1
3	1	Mindshare	Manulife	0.15		0.15	1
4	2	MediaCom	Bose	0.05		0.05	2
5	3=	Starcom	Pirelli	0.03		0.03	1
6=	5=	dentsu X		0.00		0.00	0
6=	5=	OMD		0.00		0.00	0
6=	5=	PHD		0.00		0.00	0
6=	5=	Universal McCann		0.00		0.00	0
6=	5=	Vizeum		0.00		0.00	0
6=	5=	Zenith		0.00		0.00	0
12	13	Carat		0.00	Pirelli	-0.03	0
13	3=	Wavemaker	Formula 1, Samsonite	0.04	Campbell Soup	-0.53	2
						0.1	8

### 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.