



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Jan 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	11=	R/GA	Shiseido Digital	2.00		2.00	1
2	2	Ogilvy	JFOODO Project, QVC Project	0.68		0.68	3
3	6	Grey Group	Bose	0.20		0.20	1
4-	1	McCann WorldGroup		0.00		0.00	0
4-	3	Wieden & Kennedy		0.00		0.00	0
4-	4	Leo Burnett		0.00		0.00	0
4-	5	J Walter Thompson		0.00		0.00	0
4-	7	Geometry Global		0.00		0.00	0
4-	8	Saatchi & Saatchi		0.00		0.00	0
4-	9	Publicis		0.00		0.00	0
4-	10	FCB		0.00		0.00	0
4-	11=	BBDO		0.00		0.00	0
4-	11=	DDB		0.00		0.00	0
4-	11=	Dentsu		0.00		0.00	0
4-	11=	Havas Worldwide		0.00		0.00	0
4-	11=	M&C Saatchi		0.00		0.00	0
4-	11=	MullenLowe Group		0.00		0.00	0
4-	11=	Y&R		0.00		0.00	0
4-	19	TBWA		0.00		0.00	0
4-	20	Hakuhodo		0.00		0.00	0
						2.9	5

## 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	6	Mindshare	Manulife	0.15		0.15	1
2	13	MediaCom	Bose	0.05		0.05	2
3	3	Starcom	Pirelli	0.03		0.03	1
4	10=	Wavemaker	Formula 1	0.03		0.03	1
5-	1	Universal McCann		0.00		0.00	0
5-	4	Havas Media		0.00		0.00	0
5-	5	dentsu X		0.00		0.00	0
5-	7	OMD		0.00		0.00	0
5-	8	Spark Foundry		0.00		0.00	0
5-	9	Vizeum		0.00		0.00	0
5-	10=	PHD		0.00		0.00	0
5-	10=	Zenith		0.00		0.00	0
5-	2	Carat		0.00	Pirelli	-0.03	0
						0.2	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](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.