

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / July 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	Havas Worldwide	Pernod Ricard Brands, Ikea Project	5.60		5.41	3
2	4	McCann WorldGroup	Softbank Hawks Project, Universal Studios Japan Project	4.48		4.48	35
3	6	Leo Burnett	FMCG Client	3.29		3.29	4
4	2	R/GA	Shiseido Digital, MetLife	3.00		3.00	2
5	3	MullenLowe Group	Edgewell	3.00		3.00	1
6	7	Ogilvy	JFOODO Project, QVC Project, Harley Davidson Project	1.74		1.74	9
7	5	J Walter Thompson	SHELL Project, Nikon Digital	4.04	Edgewell	1.04	8
8	8	Saatchi & Saatchi	Campbell Soup	0.76		0.76	2
9	9	BBDO	HP Project, DJI Global	1.10	Campbell Soup	0.50	2
10	12=	FCB		0.39		0.39	1
11	10	Wieden & Kennedy	Converse	0.30		0.30	1
12-	12=	Publicis		0.00		0.00	0
12-	12=	Geometry		0.00		0.00	0
12-	12=	M&C Saatchi		0.00		0.00	0
12-	12=	Y&R		0.00		0.00	0
12-	12=	TBWA		0.00		0.00	0
12-	12=	Hakuhodo		0.00		0.00	0
18	11	Grey Group	Bose	0.20	Revlon	-0.32	1
19	20	Dentsu		0.00	HP Project	-1.00	0
20	12=	DDB		0.00	Samsung Electronics visual display	-2.30	0
						20.3	69



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / July 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	4	MediaCom	Bose, adidas Buying, Hilton Global,	3.21	Revlon Global	2.96	6
2	2	Mindshare	DAZN, Manulife, British American Tobacco Project, Domino's Pizza Project	2.44	HSBC	2.19	6
3	1	Carat	Microsoft	2.50	Pirelli	0.98	2
4	3	Spark Foundry	Marriott, Lenovo	0.63		0.63	2
5	6	PHD	HSBC	0.25		0.22	1
6	7	Havas Media	Joycity Project	0.20		0.20	1
7-	8=	dentsu X		0.00		0.00	0
7-	8=	OMD		0.00		0.00	0
7-	8=	Vizeum		0.00		0.00	0
7-	8=	Zenith		0.00		0.00	0
11	12	Universal McCann		0.00	Domino's Pizza Project	-0.01	0
12	5	Starcom	Pirelli, Salesforce	0.53	Mars	-0.26	3
13	13	Wavemaker	Formula 1, Samsonite	0.04	Campbell Soup	-0.53	2
						6.4	23

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.