

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / June 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		5.60	3
2	2=	R/GA	Shiseido Digital, MetLife	3.00		3.00	2
3	2=	MullenLowe Group	Edgewell	3.00		3.00	1
4	4	McCann WorldGroup	Softbank Hawks Project, Universal Studios Japan Project	2.33		2.33	28
5	5	J Walter Thompson	SHELL Project, Nikon Digital	4.04	Edgewell	1.04	8
6	9	Leo Burnett	FMCG Client	0.99		0.99	3
7	6	Ogilvy	JFOODO Project, QVC Project, Harley Davidson Project	0.99		0.99	5
8	7	Saatchi & Saatchi	Campbell Soup	0.76		0.76	2
9	8	BBDO	HP Project, DJI Global	1.10	Campbell Soup	0.50	2
10	10	Wieden & Kennedy	Converse	0.30		0.30	1
11	11	Grey Group	Bose	0.20		0.20	1
12-	12=	Publicis		0.00		0.00	0
12-	12=	Geometry		0.00		0.00	0
12-	12=	FCB		0.00		0.00	0
12-	12=	DDB		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
20	20	Dentsu		0.00	HP Project	-1.00	0
						17.7	56



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / June 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	Carat	Microsoft	2.50	Pirelli	1.98	2
2	2	Mindshare	DAZN, Manulife, British American Tobacco Project, Domino's Pizza Project	1.44	HSBC	1.19	5
3	4	Spark Foundry	Marriott, Lenovo	0.63		0.63	2
4	7	MediaCom	Bose, adidas Buying, Hilton Global,	0.80	Revlon Global	0.55	3
5	3	Starcom	Pirelli, Salesforce	0.53		0.53	3
6	5	PHD	HSBC	0.25		0.22	1
7	6	Havas Media	Joycity Project	0.20		0.20	1
8-	8=	dentsu X		0.00		0.00	0
8-	8=	OMD		0.00		0.00	0
8-	8=	Vizeum		0.00		0.00	0
8-	8=	Zenith		0.00		0.00	0
12	8=	Universal McCann		0.00	Domino's Pizza Project	-0.01	0
13	13	Wavemaker	Formula 1, Samsonite	0.04	Campbell Soup	-0.53	2
						4.8	19

### 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.