



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 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	7=	Havas Worldwide	Ikea Project	5.00		5.00	1
2	1	R/GA	Shiseido Digital	2.00		2.00	1
3	2	J Walter Thompson	SHELL Project	1.14		1.14	2
4	3	Ogilvy	JFOODO Project, QVC Project	0.68		0.68	3
5	4	Publicis	Campbell Soup	0.60		0.60	1
6	5	McCann WorldGroup	IDEC Project, Arkray-Craft Project, ISI Sports Project, Softbank Project	0.39		0.39	7
7	6	Grey Group	Bose	0.20		0.20	1
8=	7=	Wieden & Kennedy		0.00		0.00	0
8=	7=	Leo Burnett		0.00		0.00	0
8=	7=	Geometry Global		0.00		0.00	0
8=	7=	Saatchi & Saatchi		0.00		0.00	0
8=	7=	FCB		0.00		0.00	0
8=	7=	DDB		0.00		0.00	0
8=	7=	Dentsu		0.00		0.00	0
8=	7=	M&C Saatchi		0.00		0.00	0
8=	7=	MullenLowe Group		0.00		0.00	0
8=	7=	Y&R		0.00		0.00	0
8=	7=	TBWA		0.00		0.00	0
8=	7=	Hakuhodo		0.00		0.00	0
20	7=	BBDO		0.00	Campbell Soup	-0.60	0
						9.4	16



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 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	3	Mindshare	Manulife, British American Tobacco Project	0.78		0.78	2
2	1	Spark Foundry	Marriott	0.23		0.23	1
3	2	Havas Media	Joycity Project	0.20		0.20	1
4	4	MediaCom	Bose	0.05		0.05	1
5	5	Starcom	Pirelli	0.03		0.03	1
6=	6=	dentsu X		0.00		0.00	0
6=	6=	OMD		0.00		0.00	0
6=	6=	PHD		0.00		0.00	0
6=	6=	Universal McCann		0.00		0.00	0
6=	6=	Vizeum		0.00		0.00	0
6=	6=	Zenith		0.00		0.00	0
12	12	Carat		0.00	Pirelli	-0.03	0
13	13	Wavemaker	Formula 1, Samsonite	0.04	Campbell Soup	-0.53	2
						0.7	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 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.