



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / May 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	Ikea Project	5.00		5.00	1
2=	3	R/GA	Shiseido Digital, MetLife	3.00		3.00	2
2=	7=	MullenLowe Group	Edgewell	3.00		3.00	1
4	5	McCann WorldGroup	MSD Project, ORC200 Project, Atlassian Project, Rakuten Project	2.12		2.12	23
5	2	J Walter Thompson	SHELL Project, Nikon Digital	4.04	Edgewell	1.04	8
6	4	Ogilvy	JFOODO Project, QVC Project, Harley Davidson Project	0.99		0.99	5
7	11=	Saatchi & Saatchi	Campbell Soup	0.76		0.76	2
8	7=	BBDO	HP Project, DJI Global	1.10	Campbell Soup	0.50	2
9	11=	Leo Burnett	FMCG Client	0.49		0.49	2
10	9	Wieden & Kennedy	Converse	0.30		0.30	1
11	10	Grey Group	Bose	0.20		0.20	1
12=	6	Publicis		0.00		0.00	0
12=	11=	Geometry		0.00		0.00	0
12=	11=	FCB		0.00		0.00	0
12=	11=	DDB		0.00		0.00	0
12=	11=	M&C Saatchi		0.00		0.00	0
12=	11=	Y&R		0.00		0.00	0
12=	11=	TBWA		0.00		0.00	0
12=	11=	Hakuhodo		0.00		0.00	0
20	20	Dentsu		0.00	HP Project	-1.00	0
						16.4	48



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / May 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	2.48	2
2	2	Mindshare	DAZN, Manulife, British American Tobacco Project	1.28	HSBC	1.03	3
3	4=	Starcom	Pirelli, Salesforce	0.53		0.53	3
4	4=	Spark Foundry	Marriott	0.23		0.23	1
5	3	PHD	HSBC	0.25		0.22	1
6	6	Havas Media	Joycity Project	0.20		0.20	1
7	7	MediaCom	Bose	0.05		0.05	1
8=	8=	dentsu X		0.00		0.00	0
8=	8=	OMD		0.00		0.00	0
8=	8=	Universal McCann		0.00		0.00	0
8=	8=	Vizeum		0.00		0.00	0
8=	8=	Zenith		0.00		0.00	0
13	13	Wavemaker	Formula 1, Samsonite	0.04	Campbell Soup	-0.53	2
						4.2	14

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.