



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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	1	McCann WorldGroup	Pharmacy Client	11.43		11.43	63
2	2	Ogilvy	Sports Client	3.00		3.00	11
3	3	Wieden & Kennedy	Citizen, Shiseido, Airbnb Global	2.10		2.10	3
4	4	Leo Burnett	FMCG Client	0.76		0.76	2
5	5	Grey Group	FMCG Client	0.60		0.60	2
6	6	Geometry Global	Coleman	0.50		0.50	1
7	7	J Walter Thompson	Food Client	0.40		0.40	5
8	8	Saatchi & Saatchi	Sports Client	0.28		0.28	1
9	9	Publicis	FMCG Client	0.19		0.19	1
10	10=	FCB	Dole Asia	0.05		0.05	1
11-	10=	BBDO		0.00		0.00	0
11-	10=	DDB		0.00		0.00	0
11-	10=	Dentsu		0.00		0.00	0
11-	10=	Havas Worldwide		0.00		0.00	0
11-	10=	M&C Saatchi		0.00		0.00	0
11-	10=	MullenLowe Group		0.00		0.00	0
11-	10=	R/GA		0.00		0.00	0
11-	10=	Y&R		0.00		0.00	0
19	19	TBWA		0.04	Airbnb Global	-0.06	1
20	20	Hakuhodo		0.00	FMCG Client	-0.30	0
						18.9	91



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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	1	Universal McCann	JNTO Project, SSP, A Team, Nomura Securities Project	6.0		6.02	11
2	2	Carat	FMCG Client	5.1	Lego	4.96	2
3	3	Starcom	AB InBev	3.0	Richemont Global	2.60	1
4	4	Havas Media	Village House, Michelin, Swarovski, Emirates	0.7		0.68	5
5	5=	Mindshare	IBM, Unilever Communications Planning	0.3		0.30	2
6	5=	OMD	Luxottica Global	0.2		0.15	1
7	7	Spark Foundry	Heineken (Digital)	0.1		0.10	1
8	8	Vizeum	FMCG Client	0.0		0.03	1
9	9=	dentsu X		0.0		0.00	0
10=	9=	PHD		0.0	Unilever Communications Planning	-0.15	0
10=	11	MEC		0.0	Michelin Global	-0.15	0
10=	12	Zenith	Birkenstock	0.1	Swarovski	-0.15	1
13	13	MediaCom	Snapchat, Akzo Nobel Paints, IKEA, FWD Group	4.0	FMCG Client	-0.98	8
						13.4	33

### 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.