

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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	McCann WorldGroup	Amgen Project, Village House Project, Nikkei Project, BandaiNamco Project, Novo Nordisk Project	7.22	Cathay Pacific	6.92	48
2	2	Havas Worldwide	Pernod Ricard Brands, Ikea Project	5.60		5.41	3
3	3	BBDO	Ford, HP Project, DJI Global	5.10	Tourism Australia	4.20	3
4	4	Leo Burnett	FMCG Client	3.29		3.29	4
5	7	J Walter Thompson	Midea Washing Machine, Vitasoy, Honma Golf, Dupont-Coteva	6.04	Edgewell	3.04	40
6	8	Ogilvy	JFOODO 2.0 Project, JFOODO Project, QVC Project, Harley Davidson Project	3.01		3.01	14
7-	5=	R/GA	Shiseido Digital, MetLife	3.00		3.00	2
7-	5=	MullenLowe Group	Edgewell	3.00		3.00	1
9	9	Saatchi & Saatchi	Campbell Soup	0.76		0.76	2
10	10	FCB		0.39		0.39	1
11-	11=	Wieden & Kennedy	Converse	0.30		0.30	1
11-	11=	Publicis	Cathay Pacific, Genting Cruise Lines Project	0.30		0.30	1
11-	13=	M&C Saatchi	Tourism Australia	0.30		0.30	1
14-	13=	Geometry		0.00		0.00	0
14-	13=	VMLY&R		0.00		0.00	0
14-	13=	TBWA		0.00		0.00	0
14-	13=	Hakuhodo		0.00		0.00	0
18	18	Dentsu		0.00	HP Project	-1.00	0
19	19	Grey Group	Bose	0.20	Revlon	-1.12	1
20	20	DDB		0.00	Samsung Electronics visual display	-2.30	0
						29.5	122

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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	MediaCom	Bose, adidas Buying, Hilton Global,	5.14	Revlon Global	4.89	7
2	2	Universal McCann	Village House	3.21	Cathay Pacific	3.02	3
3	3	Zenith	Luxottica, GSK	1.94		1.94	2
4	4	Carat	Microsoft	2.50	Pirelli	0.98	2
5	5	Spark Foundry	Marriott, Lenovo	0.63		0.63	2
6	6	OMD	Daimler	0.80		0.46	3
7	8	Mindshare	BP, Puma, Seagate, DAZN	2.98	GSK	0.43	9
8	7	Havas Media	De Beers, Joycity Project	0.37		0.37	3
9	9	Vizeum		0.00		0.00	0
10	10	dentsu X		0.00	Home appliance brand	-0.20	0
11	11	Starcom	Pirelli, Salesforce	0.53	Mars	-0.26	3
12	12	PHD	HSBC	0.25	GlaxoSmithKline	-0.28	1
13	13	Wavemaker	Formula 1, Samsonite	0.04	United Airlines	-0.58	2
						11.4	37

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.