

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Oct 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	Campbell Soup	4.50	3
4	4	Leo Burnett	FMCG Client	3.29		3.29	4
5=	5=	R/GA	Shiseido Digital, MetLife	3.00		3.00	2
5=	5=	MullenLowe Group	Edgewell	3.00		3.00	1
7	8	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, Shiseido Cle de Peau Beaute Global Project, Honma Golf Project	5.36	Edgewell	2.36	19
8	7	Ogilvy	JFOODO 2.0 Project, JFOODO Project, QVC Project, Harley Davidson Project	2.04		2.04	10
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
13=	13=	Geometry		0.00		0.00	0
13=	13=	M&C Saatchi		0.00		0.00	0
13=	13=	VMLY&R		0.00		0.00	0
13=	13=	TBWA		0.00		0.00	0
13=	13=	Hakuhodo		0.00		0.00	0
18	19	Dentsu		0.00	HP Project	-1.00	0
19	18	Grey Group	Bose	0.20	Revlon	-1.12	1
20	20	DDB		0.00	Samsung Electronics visual display	-2.30	0
						27.8	96

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Oct 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	GSK	1.90		1.90	1
4	4	Carat	Microsoft	2.50	Pirelli	0.98	2
5	5	Spark Foundry	Marriott, Lenovo	0.63		0.63	2
6	12	OMD	Daimler	0.80	Intel	0.50	3
7	6	Havas Media	De Beers, Joycity Project	0.37		0.37	3
8	8	Mindshare	Puma, Seagate, DAZN, Manulife	2.80	GSK	0.25	8
9	7	Vizeum		0.00		0.00	0
10	9	dentsu X		0.00	Home appliance brand	-0.11	0
11	10	Starcom	Pirelli, Salesforce	0.53	Mars	-0.26	3
12	11	PHD	HSBC	0.25	GlaxoSmithKline	-0.28	1
13	13	Wavemaker	Formula 1, Samsonite	0.04	United Airlines	-0.58	2
						11.3	35

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.