



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Sep 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 | 8.17 | | 8.17 | 43 |
| 2 | 2 | Wieden & Kennedy | Citizen, Shiseido, Airbnb Global | 2.10 | | 2.10 | 3 |
| 3 | 3 | Ogilvy | Sports Client | 1.95 | | 1.95 | 9 |
| 4 | 4 | Leo Burnett | FMCG Client | 0.76 | | 0.76 | 2 |
| 5 | 5 | Geometry Global | Coleman | 0.50 | | 0.50 | 1 |
| 6 | 6 | J Walter Thompson | Food Client | 0.40 | | 0.40 | 5 |
| 7 | 7 | Saatchi & Saatchi | Sports Client | 0.28 | | 0.28 | 1 |
| 8 | 8 | Publicis | FMCG Client | 0.19 | | 0.19 | 1 |
| 9- | 9= | BBDO | | 0.00 | | 0.00 | 0 |
| 9- | 9= | DDB | | 0.00 | | 0.00 | 0 |
| 9- | 9= | Dentsu | | 0.00 | | 0.00 | 0 |
| 9- | 9= | FCB | | 0.00 | | 0.00 | 0 |
| 9- | 9= | Grey Group | | 0.00 | | 0.00 | 0 |
| 9- | 9= | Hakuhodo | | 0.00 | | 0.00 | 0 |
| 9- | 9= | Havas Worldwide | | 0.00 | | 0.00 | 0 |
| 9- | 9= | M&C Saatchi | | 0.00 | | 0.00 | 0 |
| 9- | 9= | MullenLowe Group | | 0.00 | | 0.00 | 0 |
| 9- | 9= | R/GA | | 0.00 | | 0.00 | 0 |
| | | | | | | 14.3 | 65 |



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Sep 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 | Carat | FMCG Client | 5.0 | | 5.00 | 1 |
| 2 | 2 | Universal McCann | JNTO Project, SSP, A Team, Nomura Securities Project | 4.2 | | 4.17 | 9 |
| 3 | 12 | Starcom | AB InBev | 3.0 | Richemont Global | 2.60 | 1 |
| 4 | 3 | Havas Media | Village House, Michelin, Swarovski, Emirates | 0.6 | | 0.58 | 4 |
| 5- | 4= | OMD | Luxottica Global | 0.2 | | 0.15 | 1 |
| 5- | 4= | Mindshare | IBM | 0.2 | | 0.15 | 1 |
| 7 | 6 | Spark Foundry | Heineken (Digital) | 0.1 | | 0.10 | 1 |
| 8 | 7 | Vizeum | FMCG Client | 0.0 | | 0.03 | 1 |
| 9- | 8= | dentsu X | | 0.0 | | 0.00 | 0 |
| 9- | 8= | PHD | | 0.0 | | 0.00 | 0 |
| 11- | 10 | Wavemaker | | 0.0 | Michelin Global | -0.15 | 0 |
| 11- | 11 | Zenith | Birkenstock | 0.1 | Swarovski | -0.15 | 1 |
| 13 | 13 | MediaCom | IKEA, FWD Group, PSA Group Global, Uber, Brand USA | 3.9 | FMCG Client | -1.10 | 6 |
| | | | | | | 11.4 | 26 |

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.