



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 2016

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	Hakudo Project, Diato Kentaku Project, Mitsubishi Electric Project	7.66		7.66	62
2	2	Ogilvy	McLaren Automotive Project, HGV Project, CFA Institute Project	5.71		5.71	24
3	3	Y&R	Bausch & Lomb, Hinokiya Jutaku Project, Nespresso(Promotion)	2.66		2.66	6
4	4	TBWA	Pharma Client Project	1.65		1.65	4
5	5	Grey Group	GSK	1.10		1.10	6
6	6	Saatchi & Saatchi	GSK, Mondelez (Gum and Candy)	1.04		1.04	2
7	8	J Walter Thompson	Media Client	0.57		0.57	12
8	7	BBDO	Emirates	0.50		0.50	1
9	9	Hakuhodo	Singapore EDB	0.50		0.20	1
10=	10=	Leo Burnett		0.00		0.00	0
10=	10=	DDB		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	Mullen Lowe		0.00		0.00	0
10=	10=	Wieden & Kennedy		0.00		0.00	0
10=	10=	M&C Saatchi		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
10=	10=	Publicis		0.00		0.00	0
19	19	Dentsu	Government Client	0.01	FMCG Client	-0.74	2
						20.3	120

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 2016

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	4	Dentsu Media	Electronic Client	2.7	American Express (Amex)	2.61	40
2	1	MediaCom	Tempur Sealy, Bayer, Hitachi, Wall Street Journal	1.8	Hitachi	1.60	2
3	2	Carat	Shinoken Group, Allianz Global Investors Project	1.5		1.46	7
4	3	OMD	Sony Pictures	1.5	Tourism Australia	1.38	1
5	5	Universal McCann	BMW, Skechers, FitBit	3.1	Sony Pictures	1.23	5
6	6	Mindshare	Hitachi, American Express (Amex), Wall Street Journal	0.9		0.89	7
7	8	Zenith	Nikon (Digital)	0.6		0.55	2
8	7	Vizeum	Tourism Client	0.4		0.35	2
9	9	Havas Media	Deutsche Asset Management	0.0		0.05	2
10	10	MEC	Yamaha Golf, Eli Lilly	0.0		0.04	2
11-	11=	PHD		0.0		0.00	0
11-	11=	Starcom		0.0		0.00	0
						10.1	70

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.