



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Oct 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	Mizuho Project, Nestle Health Science Project, Gilead Sciences Project	7.53		7.53	60
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	5	TBWA	Pharma Client Project	1.65		1.65	4
5	8	Grey Group	GSK	1.10		1.10	6
6	4	Saatchi & Saatchi	GSK, Mondelez (Gum and Candy)	1.04		1.04	2
7	6=	BBDO	Emirates	0.50		0.50	1
8	9	J Walter Thompson	Media Client	0.28		0.28	7
9	6=	Hakuhodo	Singapore EDB	0.50		0.20	1
10=	11=	Leo Burnett		0.00		0.00	0
10=	11=	DDB		0.00		0.00	0
10=	11=	Havas Worldwide		0.00		0.00	0
10=	11=	Mullen Lowe		0.00		0.00	0
10=	11=	Wieden & Kennedy		0.00		0.00	0
10=	11=	M&C Saatchi		0.00		0.00	0
10=	11=	Bates		0.00		0.00	0
10=	11=	FCB		0.00		0.00	0
10=	11=	Publicis		0.00		0.00	0
19	10	Dentsu	Government Client	0.01		-0.74	2
						19.9	113

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Oct 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	MediaCom	Tempur Sealy, Bayer, Hitachi, Wall Street Journal	1.8	Hitachi	1.60	2
2	2	Carat	Shinoken Group, Allianz Global Investors Project	1.5		1.46	7
3	3	OMD	Sony Pictures	1.5	Tourism Australia	1.38	1
4	4	Dentsu Media	Electronic Client	1.4	American Express (Amex)	1.30	12
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	7	Vizeum	Tourism Client	0.4		0.35	2
8	8=	Zenith	Nikon (Digital)	0.1		0.05	1
9	8=	Havas Media	Deutsche Asset Management	0.0		0.05	2
10	10=	MEC	Yamaha Golf	0.0		0.03	1
11-	10=	PHD		0.0		0.00	0
11-	10=	Starcom		0.0		0.00	0
						8.3	40

### 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.