



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Sep 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	Gilead Sciences Project, Mondelez Project, Shimadzu Project	6.61		6.61	56
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	Saatchi & Saatchi	GSK, Mondelez (Gum and Candy)	1.04		1.04	2
5	5	TBWA	Pharma Client Project	0.60		0.60	2
6=	6=	BBDO	Emirates	0.50		0.50	1
6=	6=	Hakuhodo	Singapore EDB	0.50		0.50	1
8	8	Grey Group	GSK	0.40		0.40	1
9	9	J Walter Thompson	Media Client	0.28		0.28	7
10	10	Dentsu	Government Client	0.01		0.01	2
11=	11=	Leo Burnett		0.00		0.00	0
11=	11=	DDB		0.00		0.00	0
11=	11=	Havas Worldwide		0.00		0.00	0
11=	11=	Mullen Lowe		0.00		0.00	0
11=	11=	Wieden & Kennedy		0.00		0.00	0
11=	11=	M&C Saatchi		0.00		0.00	0
11=	11=	Bates		0.00		0.00	0
11=	11=	FCB		0.00		0.00	0
11=	11=	Publicis		0.00		0.00	0
						18.3	102

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Sep 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	2	MediaCom	Tempur Sealy, Bayer, Hitachi, Wall Street Journal	1.8	Hitachi	1.60	2
2	6	Carat	Shinoken Group, Allianz Global Investors Project	1.5		1.46	6
3	3	OMD	Sony Pictures	1.5	Tourism Australia	1.38	1
4	1	Dentsu Media	Electronic Client	1.4	American Express (Amex)	1.30	12
5	4	Universal McCann	BMW, Skechers, FitBit	3.1	Sony Pictures	1.23	5
6	5	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
8=	8=	Havas Media	Deutsche Asset Management	0.0		0.05	2
10=	10=	PHD		0.0		0.00	0
10=	10=	MEC		0.0		0.00	0
10=	10=	Starcom		0.0		0.00	0
						8.3	38

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.