2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / July 2019

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	Ogilvy	Sumitomo Denko website Project, Danone Japan Co - Bio Restage Project, S.C. Johnson - Glade Cocoon Project, Johnson & Johnson Project	4.3		4.3	11
2	4	McCann WorldGroup	Ugg Project	1.7		1.7	12
3	2	Saatchi & Saatchi	Beverage Client	1.6		1.6	3
4	3	Leo Burnett	LIFULL Project	1.1		1.1	5
5	5	R/GA	MSD Japan Project	0.9		0.9	1
6=	6=	BBDO	HP Project	0.5		0.5	1
6=	6=	DDB	PlayStation	0.5		0.5	2
8	8	TBWA	Singapore Airlines	0.4		0.4	1
9	9	Lion & Lion	Unikeys	0.3		0.3	1
10	10	Anomaly	Johnnie Walker	0.2		0.2	1
11	11	Accenture Interactive	Aria	0.1		0.1	1
12=	12=	Merkley+Partners	Performix	0.1		0.1	1
12=	12=	Online Circle	Barilla	0.1		0.1	1
						11.1	41

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / July 2019

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	MediaCom	SK-II	1.0		1.0	1
2	1	Mindshare	Tourism New Zealand, Manulife	0.6		0.6	2
3	12	denstu X	Ralph Lauren	0.5		0.5	1
4	2	PHD	Singapore Airlines	0.2		0.2	1
5	5	Universal McCann	Mattel	0.2		0.2	2
6	3	Wavemaker	Shiseido Aqua Label	0.0		0.0	2
						2.5	9