



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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	Mondelez, JFOODO-Taiwan Sushi Project	6.4		6.4	17
2	4	Leo Burnett	LIFULL Project	2.5		2.5	12
3	3	Saatchi & Saatchi	Beverage Client	2.2		2.2	5
4	2	McCann WorldGroup	Ugg Project	1.8		1.8	14
5	16	Wunderman Thompson	IT Client	1.7		1.7	3
6	15	Havas Worldwide	IKEA Japan Project, Australian Macadamia Society	1.0		1.0	2
7	5	R/GA	MSD Japan Project	0.9		0.9	1
8=	6=	BBD0	HP Project	0.5		0.5	1
8=	6=	DDB	PlayStation	0.5		0.5	2
10	8	TBWA	Singapore Airlines	0.4		0.4	1
11	9	Lion & Lion	Unikeys	0.3		0.3	1
12	10	Anomaly	Johnnie Walker	0.2		0.2	1
13	11	Accenture Interactive	Aria	0.1		0.1	1
14	12=	Merkley+Partners	Performix	0.1		0.1	1
15	12=	Online Circle	Barilla	0.1		0.1	1
						18.1	63



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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	MediaCom	SK-II	1.0		1.0	1
2	2	Mindshare	Tourism New Zealand, Manulife, Dyson	0.7		0.7	3
3	3	denstu X	Ralph Lauren	0.5		0.5	1
4	8	Carat	Vodafone	0.4		0.4	1
5	11	Havas Media	Tripadvisor	0.2		0.2	1
6	4	PHD	Singapore Airlines	0.2		0.2	1
7	5	Universal McCann	Mattel	0.2		0.2	2
						2.8	12

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.