

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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	Lego Japan K.K, Mondelez, JFOODO-Taiwan Sushi Project	7.6		7.6	19
2	4	McCann WorldGroup	GSK pharmaceuticals , Netflix , Ugg Project, Technicolor , Check Back Project	3.4		3.4	27
3	2	M&C Saatchi	GVIDO Global, SARABIO, Ten Ten Project , Tourism Australia	2.6		2.6	7
4	3	Leo Burnett	LIFULL Project	2.5		2.5	12
5	5	Saatchi & Saatchi	Beverage Client	2.2		2.2	5
6	6	Wunderman Thompson	Beiersdorf healthcare brands	2.0		1.8	4
7	7	Havas Worldwide	IKEA Japan Project, Australian Macadamia Society	1.0		1.0	2
8	8	R/GA	MSD Japan Project	0.9		0.9	1
9	21	Publicis	AXA	0.6		0.6	2
10-	9	BBDO	HP Project	0.5		0.5	1
10-	10	DDB	PlayStation	0.5		0.5	2
12	11	TBWA	Singapore Airlines	0.4		0.4	1
13	12	Lion & Lion	Unikeys	0.3		0.3	1
14	13	Anomaly	Johnnie Walker	0.2		0.2	1
15	14	MullenLowe Group	Bayer OTC brands	0.2		0.2	1
16-	15	Merkley+Partners	Performix	0.1		0.1	1
						24.0	88



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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	Universal McCann	Mattel, Amway, FujiFilm Instax, ROXX Project	1.9		1.9	5
2	2	Zenith	The Walt Disney Company	1.5		1.5	2
3	3	MediaCom	SK-II, Hotels.com	1.0		1.0	2
4	4	Mindshare	Tourism New Zealand, Manulife, Dyson	1.0		1.0	6
5	5	denstu X	Ralph Lauren	0.5		0.5	1
6	6	Starcom	Ferrero	0.4		0.4	3
7	13	Carat	Vodafone	0.4	The Walt Disney Company	0.4	1
8	7	Havas Media	Tripadvisor, Vet's Choice Japan Project	0.3		0.1	2
						6.3	26

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.