# 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 2020

| 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 | - | McCann Worldgroup | IT Client | 7.6 | | 5.5 | 22 |
| 2 | - | Digitas | Chill Out | 7.6 | | 5.5 | 22 |
| 3 | 1 | Leo Burnett | GlaxoSmithKline Project, Takeda Project, Rolex Project | 3.5 | | 3.5 | 10 |
| 4 | 4 | Ogilvy | Instagram Japan | 1.4 | | 1.4 | 3 |
| 5 | 2 | BBDO | Goretex | 1.0 | | 1.0 | 3 |
| 6 | 3 | VMLY&R | Intel | 1.0 | | 1.0 | 1 |
| 7 | 5 | McCann WorldGroup | General Motors | 0.3 | | 0.3 | 2 |
| 8 | 6 | Grey Group | Domino's Pizza | 0.1 | | 0.1 | 1 |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | 18.4 | 65 |

# R3 WORLDWIDE

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

### Japan / Mar 2020

| 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 | Emirates Airlines | 0.5 | | 0.5 | 3 |
| 1= | 1= | PHD | Diageo | 0.5 | | 0.5 | 1 |
| 3 | 3 | MediaCom | Hasbro | 0.2 | | 0.2 | 1 |
| 4 | 4 | Havas Media | | 0.0 | Hasbro | -0.2 | 0 |
| 5 | 5 | OMD | | 0.0 | Emirates Airlines | -0.2 | 0 |
| 6 | 6 | Carat | | 0.0 | Diageo | -0.5 | 0 |
| | | | | | | 0.4 | 5 |