R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / May 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	Leo Burnett	Daiichi Sankyo Project, GlaxoSmithKline Project, Takeda Project, Rolex Project	3.8		3.8	11
2	2	Ogilvy	Instagram Japan	1.4		1.4	3
3	3	BBDO	Goretex	1.0		1.0	3
4	4	VMLY&R	Intel	1.0		1.0	1
5	9	Wunderman Thompson	HSBC, Ridgelinez	0.6		0.6	3
6	5	McCann WorldGroup	General Motors, AGC Project, Shimada City Project	0.3		0.3	5
7	7	Digitas	Chill Out	0.2		0.2	1
8	8	Grey Group	Domino's Pizza, Johnson and Johnson	0.1		0.1	2
					2020(Jan-May)	8.4	29
					2019(Jan-May)	10.3	39
					YoY Comparison:	-18.1%	-25.6%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / May 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, Otsuka Furniture (IDC)	0.6		0.6	4
2	1=	PHD	Diageo	0.5		0.5	1
3	3	MediaCom	Hasbro, Duracell	0.3		0.3	2
4	4	Starcom		0.0	Duracell	-0.1	0
5	5	Havas Media		0.0	Hasbro	-0.2	0
6	6	OMD		0.0	Emirates Airlines	-0.2	0
7	7	Carat		0.0	Diageo	-0.5	0

2020(Jan-May)	0.5	7
2019(Jan-May)	0.8	5
YoY Comparison:	-43.4%	40.0%

2020 Creative & Media (Jan-May)	8.8	36
2019 Creative & Media (Jan-May)	11.0	44
YoY Comparison:	-19.9%	-18.2%

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.