R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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	Novartis Project, MSD (Merck & Co.) Project	4.4		4.4	13
2	2	Ogilvy	Instagram Japan, Edrington Group Project, Sumitomo Denko Project	2.4		2.4	6
3	4	VMLY&R	Intel, Zespri	1.3		1.3	2
4	3	BBDO	Goretex	1.2		1.2	5
5	5	Wunderman Thompson	HSBC, Ridgelinez	0.6		0.6	3
6	6	McCann WorldGroup	Rinrei Project, Elife Project, General Motors, AGC Project, Shimada City Project	0.5		0.5	9
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-Aug)	10.6	41
					2019(Jan-Aug)	18.1	63
					YoY Comparison:	-41.5%	-34.9%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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	Food Panda, Emirates Airlines, Otsuka Furniture (IDC)	1.9		1.9	5
2	2	PHD	Diageo	0.5		0.5	1
3	3	MediaCom	IT solution, Hasbro, Duracell	0.2	Austrian Mint(Social media)	0.1	2
4	4	Mindshare	Austrian Mint(Social media)	0.0		0.0	2
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-Aug)	1.7	10
2019(Jan-Aug)	2.8	12
YoY Comparison:	-38.3%	-16.7%

2020 Creative & Media (Jan-Aug)	12.3	51
2019 Creative & Media (Jan-Aug)	20.8	75
YoY Comparison:	-41.1%	-32.0%

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.