

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Sep 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	Align Technology, Novartis Project, MSD (Merck & Co.) Project	4.4		4.4	14
2	2	Ogilvy	Instagram Japan, Edrington Group Project, Sumitomo Denko Project	2.4		2.4	6
3	4	BBDO	Goretex	1.3		1.3	6
4	3	VMLY&R	Intel, Zespri	1.3		1.3	2
5	6	McCann WorldGroup	Foodpanda Project, Rinrei Project, Elife Project, General Motors, AGC Project	0.8		0.8	10
6	5	Wunderman Thompson	HSBC, Ridgelinez	0.6		0.6	3
7	8	Grey Group	Domino's Pizza, Johnson and Johnson	0.3		0.3	5
8	7	Digitas	Chill Out	0.2		0.2	1
					2020(Jan-Sep)	11.2	47
					2019(Jan-Sep)	19.3	69
					YoY Comparison:	-42.0%	-31.9%

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## **2020 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Japan / Sep 2020

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	0.8		0.8	2
3	3	MediaCom	IT solution, Hasbro, Duracell, Uber	0.2	Austrian Mint(Social media)	0.2	3
4	4	Mindshare	Austrian Mint(Social media), Amazon Fashion Japan Project	0.1		0.1	3
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-Sep)	2.1	13
					2019(Jan-Sep)	4.5	17
					YoY Comparison:	-52.8%	-23.5%
					2020 Creative & Media (Jan-Sep)	13.3	60
					2019 Creative & Media (Jan-Sep)	23.8	86
					YoY Comparison:	-44.0%	-30.2%

## 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 R0I.