



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Oct 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	Toshiba Project, Align Technology, Novartis Project, MSD (Merck & Co.) Project	4.5		4.5	15
2	2	Ogilvy	Instagram Japan, Edrington Group Project, Sumitomo Denko Project	2.4		2.4	6
3	4	BBDO	Goretex	1.8		1.8	7
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-Oct)	11.8	49
2019(Jan-Oct)	22.4	75
YoY Comparison:	-47.2%	-34.7%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Oct 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	0.8		0.8	2
3	-	Publicis Groupe	Vinda	0.7		0.7	1
4	3	MediaCom	IT solution, Hasbro, Duracell, Uber	0.2	Austrian Mint(Social media)	0.2	3
5	4	Mindshare	Austrian Mint(Social media), Amazon Fashion Japan Project	0.1		0.1	3
6	-	Starcom	Aligntech	0.0		0.0	1
7	5	Havas Media		0.0	Hasbro	-0.2	0
8	6	OMD		0.0	Emirates Airlines	-0.2	0
9	7	Carat		0.0	Diageo	-0.5	0

2020(Jan-Oct)	2.9	15
2019(Jan-Oct)	4.7	22
YoY Comparison:	-38.7%	-31.8%

2020 Creative & Media (Jan-Oct)	14.7	64
2019 Creative & Media (Jan-Oct)	27.0	97
YoY Comparison:	-45.7%	-34.0%

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.