

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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 | 3 | BBDO | Goretex | 3.5 | | 3.5 | 10 |
| 3 | 13 | R/GA | MSD Japan (Merck), Kodansha Japan HQ, Hulu Japan | 2.4 | | 2.4 | 7 |
| 4 | 2 | Ogilvy | Instagram Japan, Edrington Group Project, Sumitomo Denko Project | 2.4 | | 2.4 | 6 |
| 5 | 5 | McCann WorldGroup | Foodpanda Project, Rinrei Project, Elife Project, General Motors, AGC Project | 1.5 | | 1.5 | 12 |
| 6 | 6 | Wunderman Thompson | HSBC, Ridgelinez | 1.4 | | 1.4 | 4 |
| 7 | 4 | VMLY&R | Intel, Zespri | 1.3 | | 1.3 | 2 |
| 8 | 7 | Grey Group | Domino's Pizza, Johnson and Johnson | 0.3 | | 0.3 | 5 |
| 9 | 8 | Digitas | Chill Out | 0.2 | | 0.2 | 1 |
| 10 | 14 | Publicis | Visa Production | 0.1 | | 0.1 | 1 |
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| | | | | | 2020(Jan-Nov) | 17.0 | 63 |
| | | | | | 2019(Jan-Nov) | 24.0 | 88 |
| | | | | | YoY Comparison: | -29.0% | -28.4% |

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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 | 3 | Publicis Groupe | Vinda | 0.7 | | 0.7 | 1 |
| 4 | 4 | MediaCom | IT solution, Hasbro, Duracell, Uber | 0.2 | Austrian Mint(Social media) | 0.2 | 3 |
| 5 | 5 | Mindshare | Austrian Mint(Social media), Amazon Fashion Japan Project | 0.1 | | 0.1 | 3 |
| 6 | 6 | Starcom | Aligntech | 0.0 | | 0.0 | 1 |
| 7 | 7 | Havas Media | | 0.0 | Hasbro | -0.2 | 0 |
| 8 | 8 | OMD | | 0.0 | Emirates Airlines | -0.2 | 0 |
| 9 | 9 | Carat | | 0.0 | Diageo | -0.5 | 0 |
| | | | | | | | |
| | | | | | 2020(Jan-Nov) | 2.9 | 15 |
| | | | | | 2019(Jan-Nov) | 6.3 | 26 |
| | | | | | YoY Comparison: | -55.0% | -42.3% |
| | | | | | | | |
| | | | | | 2020 Creative & Media (Jan-Nov) | 19.9 | 78 |

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.

2019 Creative & Media (Jan-Nov)

YoY Comparison:

30,3

-34.5%

114

31.6%