



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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	5.5		5.5	16
2	2	BBDO	Goretex	4.0		4.0	11
3	3	R/GA	MSD Japan (Merck), Kodansha Japan HQ, Hulu Japan	2.4		2.4	7
4	4	Ogilvy	Sumitomo, Instagram Japan, Edrington Group Project, Sumitomo Denko Project	3.2		3.2	7
5	5	McCann WorldGroup	Softbank Project, Foodpanda Project, Rinrei Project, Elife Project, General Motors, AGC Project	1.5		1.5	13
6	6	Wunderman Thompson	HSBC, Ridgelinez	1.4		1.4	4
7	7	VMLY&R	Intel, Zespri	1.3		1.3	2
8	8	Grey Group	Domino's Pizza, Johnson and Johnson	0.3		0.3	5
9	9	Digitas	BMW-Mini, Chill Out	4.8		4.8	2
10	10	Publicis	Visa Production	0.1		0.1	1
						2020(Jan-Nov)	23.9 68
						2019(Jan-Nov)	25.1 90
						YoY Comparison:	-4.7% -24.4%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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	4
6	-	Wavemaker	Confidential Clinet	0.1		0.1	2
7	6	Starcom	Aligntech	0.0		0.0	1
8	7	Havas Media		0.0	Hasbro	-0.2	0
9	8	OMD		0.0	Emirates Airlines	-0.2	0
10	9	Carat		0.0	Diageo	-0.5	0

2020(Jan-Nov) 3.0 18

2019(Jan-Nov) 7.3 30

YoY Comparison: -59.7% -40.0%

2020 Creative & Media (Jan-Nov) 26.9 86

2019 Creative & Media (Jan-Nov) 32.4 120

YoY Comparison: -17.1% -28.3%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.