

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Feb 2021

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	McCann WorldGroup	Harley Davidson Project	5.8		5.8	4
2	4	Leo Burnett	Coty Professional Project, Kissei Project, ADL Project	1.9		1.9	5
3	3	Wunderman Thompson	IKEA Project	1.3		1.3	3
4	2	BBDO	Power Client	0.8		0.8	2
5	-	Healthcare	CSL Behring Project	0.1		0.1	1
6	9	Digitas	Invisalign Project, AbbVie – Rheumatoid Arthritis Project	0.1		0.1	2
					2020((Jan-Feb)-Nov)	9.5	17
					2019((Jan-Feb)-Nov)	6.6	16
					YoY Comparison:	42.6%	6.3%

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## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Japan / Feb 2021

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
					2020((Jan-Feb)-Nov)		0
					2019((Jan-Feb)-Nov) YoY Comparison:	-	-100.0%
				2020 Cre	eative & Media ((Jan-Feb)-Nov)	9.5	17
					eative & Media ((Jan-Feb)-Nov)		21
METHODOLOGY					YoY Comparison:	35.5%	-19.0%

## 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 R0I.