

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Jan 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	5	McCann WorldGroup	Harley Davidson Project	5.5		5.5	3
2	2	BBDO	Power Client	0.8		0.8	2
3	6	Wunderman Thompson	IKEA Project	0.2		0.2	1
					2020(Jan-Nov)	5.9	6
					2019(Jan-Nov)	0.4	3
					YoY Comparison:	1547.2%	100.0%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Jan 2021

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
					2020(Jan-Nov)	0.0	0
					2019(Jan-Nov) YoY Comparison:	0.0 -	2 -100.0%
					20 Creative & Media (Jan-Nov)		6
METHODOLOGY				201	9 Creative & Media (Jan-Nov) YoY Comparison:		20.0%

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.