



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 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	2	Leo Burnett	Infinity Project, MC Donald Project, Invisalign Project	7.7		7.7	8	
2	1	McCann WorldGroup	Harley Davidson Project	5.8		5.8	5	
3	4	BBDO	Green Coop Project	2.7		2.7	4	
4	3	Wunderman Thompson	IKEA Project	1.3		1.3	3	
5	8	Ogilvy	Sumitomo Project, Spotify Project , KDDI	0.7		0.7	5	
6	5	Healthcare	CSL Behring Project	0.1		0.1	1	
7	6	Digitas	Invisalign Project, AbbVie – Rheumatoid Arthritis Project	0.1		0.1	2	
						2021(Jan-Mar)	16.1	28
						2020(Jan-Mar)	18.4	65
						YoY Comparison:	-12.5%	-56.9%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 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	6	Wavemaker	Confidential Client	0.1		0.1	2

2021(Jan-Mar)	0.1	2
2020(Jan-Mar)	0.4	5
YoY Comparison:	-85.7%	-60.0%

2021 Creative & Media (Jan-Mar)	16.1	30
2020 Creative & Media (Jan-Mar)	18.7	70
YoY Comparison:	-13.8%	-57.1%

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.