

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Apr 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
1	1	Leo Burnett	Infinity Project, Salesforce Project, Invisalign Project	15.2		15.2	15
2	2	McCann WorldGroup	Harley Davidson Project, AbeamConsulting Project, NTTDATA Project	5.9		5.9	7
3	3	BBDO	Green Coop Project	2.7		2.7	4
4	4	Wunderman Thompson	IKEA Project	1.3		1.3	3
5	5	Ogilvy	Netflix, Sumitomo Project, Spotify Project, KDDI	0.8		0.8	6
6	6	Healthcare	CSL Behring Project	0.1		0.1	1
7	7	Digitas	Invisalign Project, AbbVie – Rheumatoid Arthritis Project	0.1		0.1	2

26.0 38	2021(Jan-Apr)	
7.9 27	2020((Jan-Apr)	
229.2% 40.7%	YoY Comparison:	



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Apr 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	Wavemaker	Confidential Client	0.1		0.1	2

2	0.1	2021(Jan-Apr)	
6	0.4	2020(Jan-Apr)	
-66.7%	-85.7%	YoY Comparison:	
40	26.1	2021 Creative & Media (Jan-Apr)	
33	8.3	2020 Creative & Media (Jan-Apr)	
21.2%	215.8%	YoY Comparison:	

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.